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August 2018 • Vol. 21 • No. 8 • Pages 140 • Price ₹ 100 \$ 40 € 30

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

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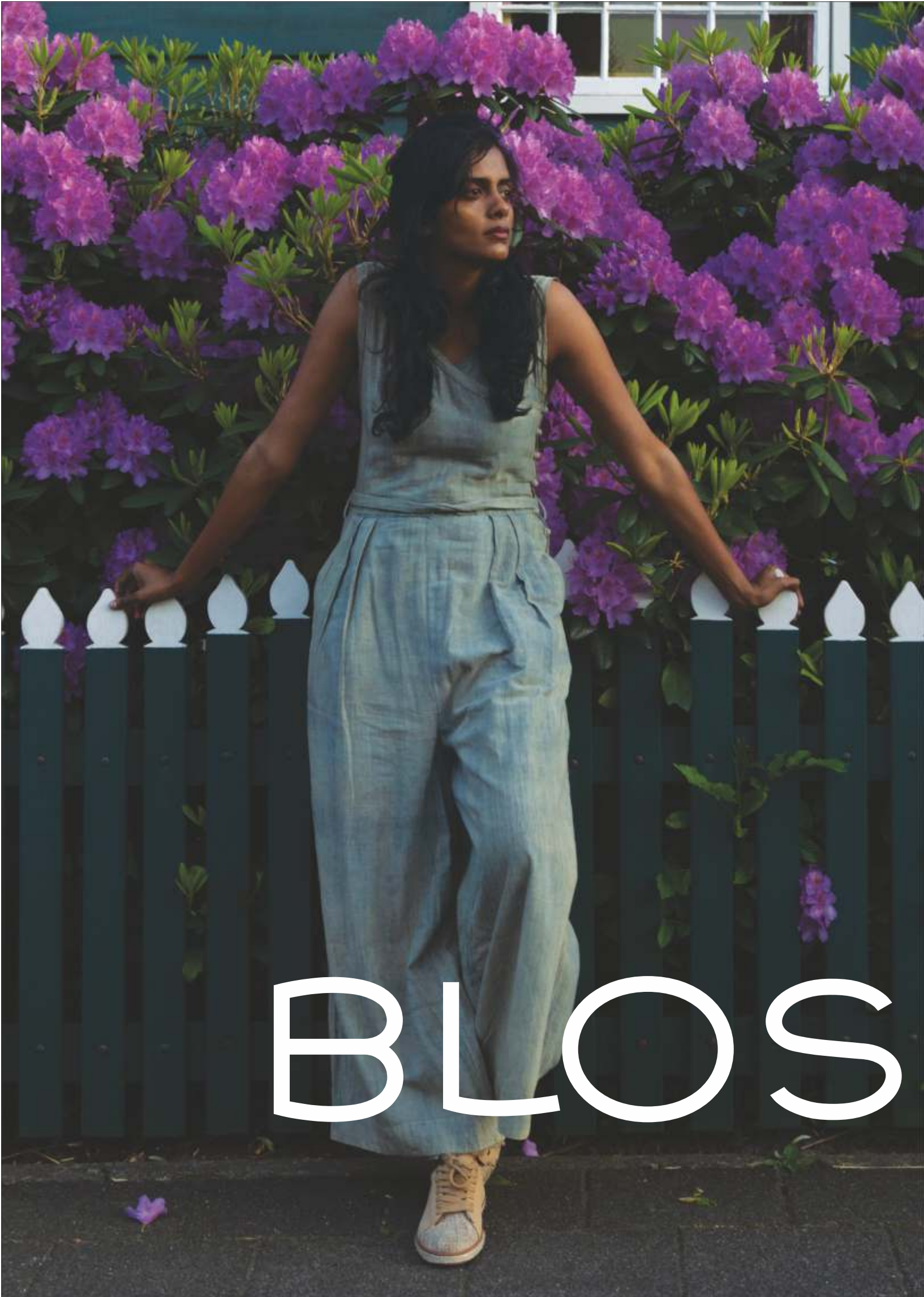






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## Custom duties hiked for more than 50% textile items



As we rush this issue into print we received a heart warming news that Government of India has increased the duties ad-valorem on more than 50 garment and textile related products viz innerwear, pajamas, baby garments, track suits and swimwear, among other items by 20% almost doubling from 10% earlier. Certain SAARC countries like Bangladesh, Srilanka, were getting preferential treatment

(SAFTA) over import from other countries due to FTA, but this anomaly has been exploited by Chinese companies who were dumping cheap goods made from substandard fabrics in Indian market and thereby ruining the Indian industry which had to face up to the onslaught of Bangladesh made goods that were actually been dumped by these companies at a very low rate. Since the rules of origin of produce has to be applied so that countries like China, Vietnam, Cambodia where there are large facilities to produce these items exist cannot take advantage of SAFTA and the merchants who try and dump the used and surplus export reject of these countries into India as was happening over the last few years. This has to stop and with the increase in the duties the merchant importers will have to take cognizance of this and pay the relevant duties which will make their goods unattractive price wise for the Indian masses. This is welcome news for the Indian manufacturer of innerwear and intimate wear who was bearing the brunt of this invasion for the last few years, as they were seeing their markets erode in front of their eyes.

The other piece of news that's heart warming is the manufacturing side of the economy is showing signs of positive revival and there is green shoot outlook that the economy is well on its path for robust

recovery. The Nikkei India Manufacturing PMI rose to 53.1 in June from 51.2 in May, registering the fastest improvement since December 2017.

India's industrial output growth also hit a 4-month high of 7% in June, benefiting from a low base of last year when manufacturing activity slowed as dealers cut stock and put fresh orders on hold ahead of the goods and services tax rollout. Production of consumer durables rose 13.1 per cent while that of non-durables grew 0.5 per cent year-on-year. Production in the infrastructure goods sector rose 8.5 per cent in June 2018. This emboldened the Government to reduce GST, GST rates were recently revised for 66 items. These items were earlier placed under high rates of GST (18-28%), and were further rationalised from their earlier slabs to a lower slabs there by creating a feel good factor seeing the buoyancy tax collections across the sectors. The fact that this Government is more proactive and will revise the tax structure for more goods is a welcome sign as the economy will be revived further and more tax collections will mean lesser burden of indirect taxes on the Indian public. All in all it is a welcome signal from the Government that with greater compliance, the government is willing to lessen the burden on the common man further.

Also the push to digitisation is a step in the right direction as the Indian economy formalises and its benefits will be even greater as the days go by.

This issue we have dwelt on the concluding part of our story on Mens Premium Innerwear segment which is seeing a lot of action lately and the last hasn't been heard yet and a lot will be happening in this space and we will keep you posted for sure. The next topic we have written in this is the vexed issue to package the innerwear or not? There are two schools of thought and we have tried to present both sides and it is for you to decide.

As we are in the midst of the third quarter a lot of action will start for the festive and wedding season ahead. We will bring you the ring side view of the happenings in each issue.

**Sanjay Manocha**  
Editor & Publisher





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New trends, new horizons, formed the crux of the April 2016 issue of LNL. Whether it was the changing face of the conventional fitting rooms with the introduction of the Magic Mirror that not only allows shoppers to try on outfits, but also other accessories, or the new craze of arm shapers in shapewear, change seemed the only constant.

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A column to whet your appetite in gaining solid information, policy changes, M&A, in the corporate world of garment industry.

### 118 E-Shop Buzz

The interface is devoted to the internet savvy readers ready to grab the things with one click while enduring growing e-commerce.

### 103 Garment Technology Upgrade

A monthly update from the world of fibre, accessories and machinery; in short a technology upgrade for you. Now, be in touch with the latest finds in garment technology.

### 128 Review-Preview

**Preview** • Interfilere Shanghai International sourcing event for lingerie and swimwear to be held from the 26th to 27th September 2018

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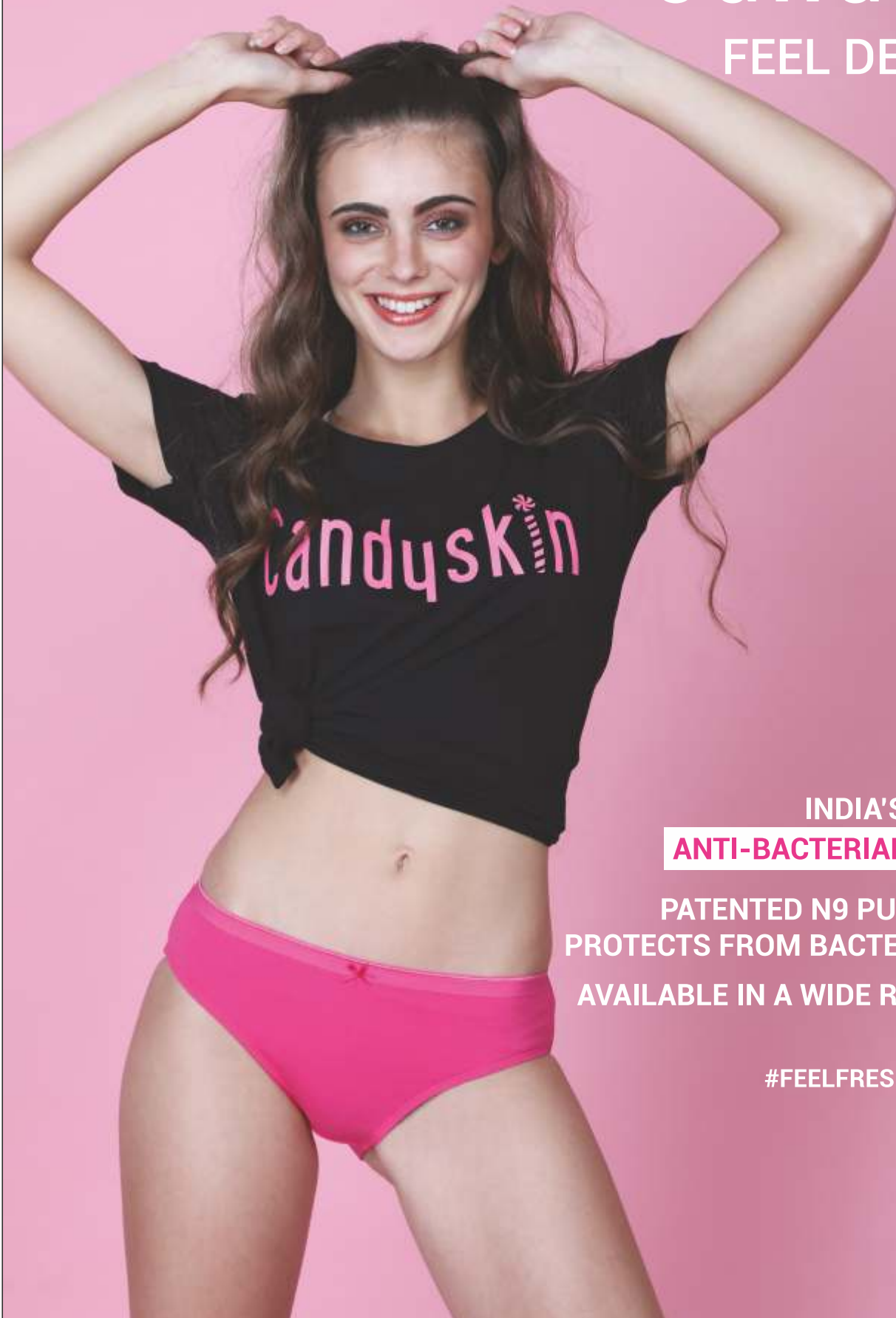
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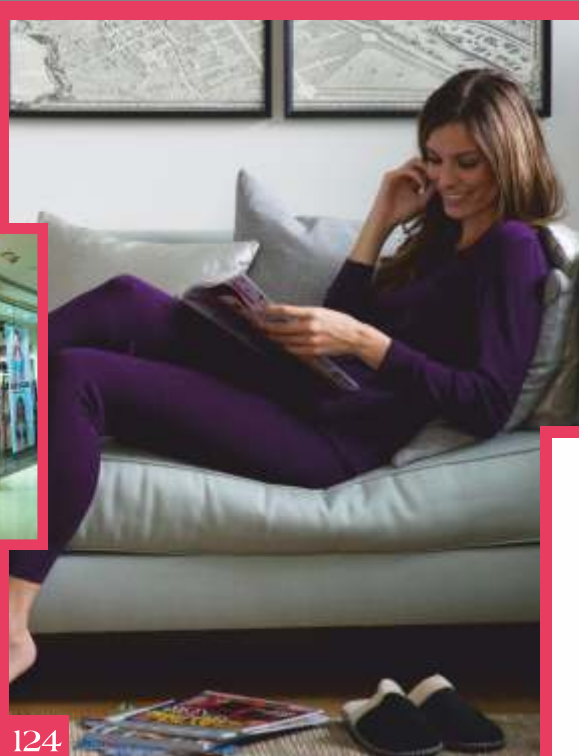


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#### Tour de Singapore : Bodycare Distributors Event

Bodycare International Ltd organized a leisure trip to Singapore for their distributors. Top 30 distributors were selected to be a part of this fabulous journey.

### 78 Cover Story

#### Men's premium innerwear...Jockey emerges as the leader

As mentioned in our previous issue, men's premium innerwear is going through a massive change right now, but the leader Jockey has the lion's share in it. However, the entry of other brands with their international associations seems to have created some ripples in this segment. Is Jockey's monopoly under threat?

### 85 Market Watch

#### Product Packaging...how significant is it?

Packaging, once a basic element of any product seems to be getting fancier, sleeker and even enticing if we may say, especially packaging of lingerie. Is packaging really that important and significant? And does it really drive sales? We decided to find out...

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#### Lingerie 2018 trends...the Harness Back Bra

With different bras to choose from, there's no lack of inspiration present and the edgy vibe of the harness bra sets off all the super sweet styles. Here's more on this exotic bra.

### 108 Now Online

#### Dollarshoppe.in defines sustainability and stylish comfort

Dollarshoppe.in products have today gone beyond the boundaries of the country and the lucrative export market beckons. Dollar Industries Ltd. is today ready to fashion a new tomorrow for the innerwear market. Here we review the website.

### 121 Store Review

#### Bellesa Lingerie, be sexy at heart

Located on the 10 and 11 2nd Floor, at Korum Shopping Mall in Thane the lingerie store, Stylish and sleek looking, the lingerie shop is inviting as well as enchanting. Here's more on that...

### 124 Make Over

#### Beating the Chill with Thermal Wear

As people in India get more and more fashion conscious, the rise in thermal wear comes as no surprise. We have highlighted our favourites.








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### Informative and educative content

A dedicated move is successful if it has the potential and promotes the foresightedness and zeal towards transforming lifestyles. I recall how, about two decades ago, I had my first encounter with the inaugural issue of dear 'L-n-L' at a prestigious magazine shop here; it was love-at-first-sight blossoming into a healthier relationship. Unmatched, refreshing qualities kept on transforming lifestyles since then, involving readers for good and now we have a magnificent July 2018 issue in our hands.

The editorial, '**Monsoon right on track and economy gets the traction**' was outrightly optimistic and morale boosting. Well anticipated, India is constantly emerging as a world economic power; however, how far could it add to our happiness is a different matter. Too aggressive towards materialistic pursuits/possessions, we're awkwardly becoming more desperate. The rich are turning aggressive and egoistic while the poor too evasive of hard work and are just inclined to misappropriate governmental subsidies and freebies. The

reserved sections, not tuned to being reasonable, are just encashing their cast card on opportunities with no psychological or humanitarian upgrader. As a resultant, accidents, suicides, misappropriations, are fast eclipsing our lifestyles. The silver he lining is the existence of channels like **L-n-L, Bodywear**, which are playing exemplary role in decent humanitarian transformation.

On **L-n-L's** current issue contents, it's always a trendsetting reformatory; **Lacy Tales** well translates Annie Kilner's "Oomph" quotient, curvy Ashley Graham, Rosie Huntington celebrating their well-maintained physique, boldly promoting convenient lingerie. The Cover Story, **Are the brands taking a slice of the leader, Jockey?** and the survey on **Managing Product Returns** were informative and educative. Over the years, I've observed product promotion advertisements in **L-n-L**, to be great morale boosting entities in themselves. Glad to be in association with **L-n-L** and **Bodywear Bulletin**.

**-MPS Chadha, Mohali on Email**

### Indian women is getting more open about lingerie

I refer to Lingerie Shop - Changing the attitude of Indian women for intimates! (LNL July 2018). It is good that in society women are changing their approach about the selection of bras. Women among themselves now openly talk about it. Advertisements in print media are increasing. Foreign brands have entered the Indian lingerie market and Indian brands are competing with foreign brands. Indian women analyses the availability of the right size of her bra and cup size too; she considers if the bra she is buying is worth its price as compared to its comfort level and durability too. Some women exceptionally decide for the most expensive ones just to satisfy their ego of richness. It is interesting to know that British men were the first in Europe to buy the right lingerie for their leading ladies. Indian men in this tribe are negligible but are seen at least.

Despite modern thinking on lingerie it is strange that fashion TV has a ban on its lingerie show (mid-night one) by the government. And there are very few lingerie ads on TV channels and even sponsored programmes on marketing of different products. Is it not funny?

**-M Kumar, Delhi, on Email**

### Super fab website and a great magazine

Thanks very much. The magazine is such a helpful resource with my research and in my teaching. Keep up the good work! There is a lot of information on the Internet, but the way you've designed the **Lace N Lingerie** website is extremely user-friendly and incredibly attractive. I am a budding fashion designer and on the internet we can find lots of materials connected to the subject. But yours is wonderful, useful, up-to-date... spectacular. The subjects/articles are very clear. Please keep on working this way or better. I have really been enjoying the columns too—especially **IM** and **Lacy Tales**. Thanks to the contributors! I have recommended it to several colleagues and have had lots of good feedback. An excellent resource for teachers and students of fashion.

**-Riddhi Patel, Mumbai, On Email**

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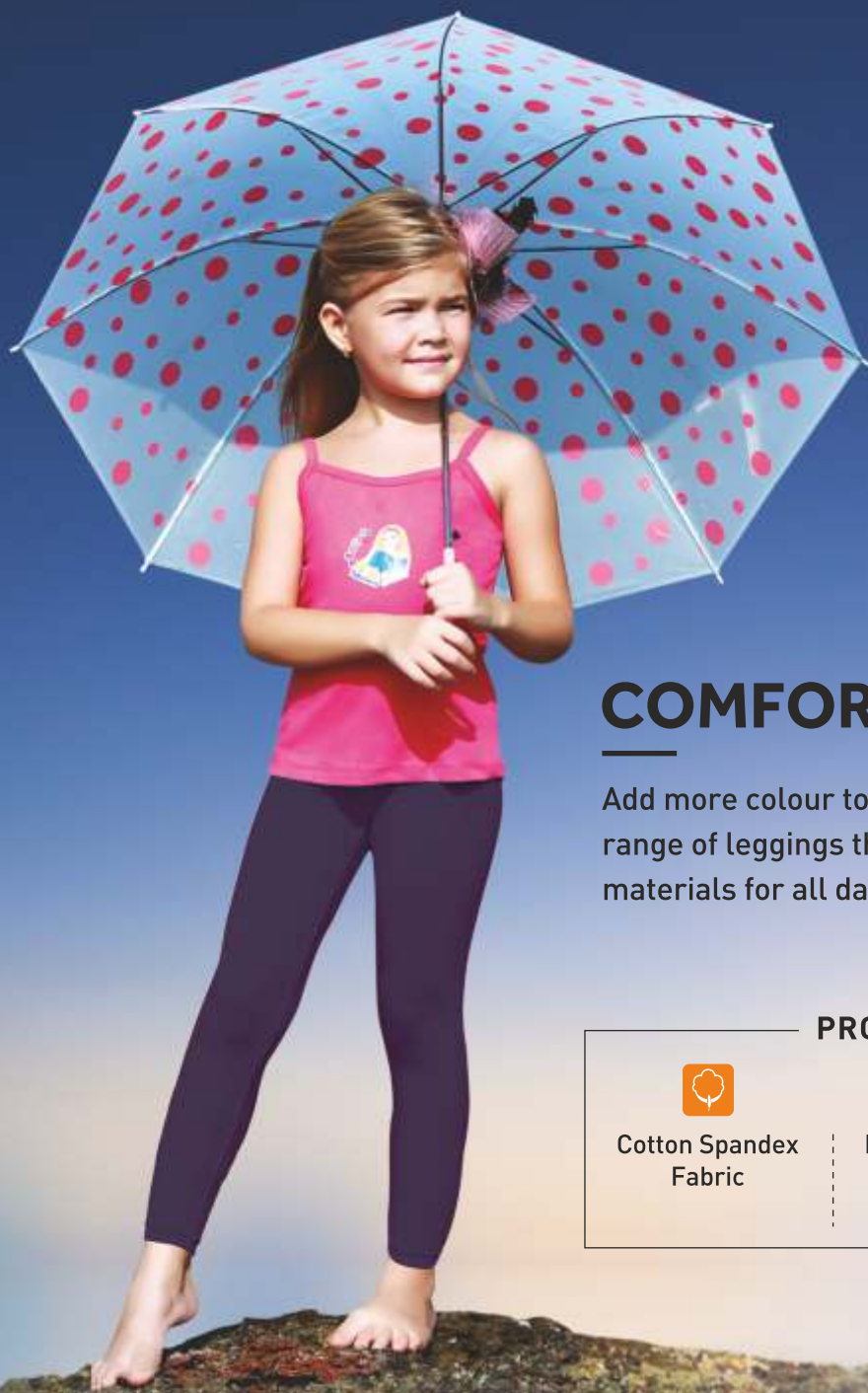
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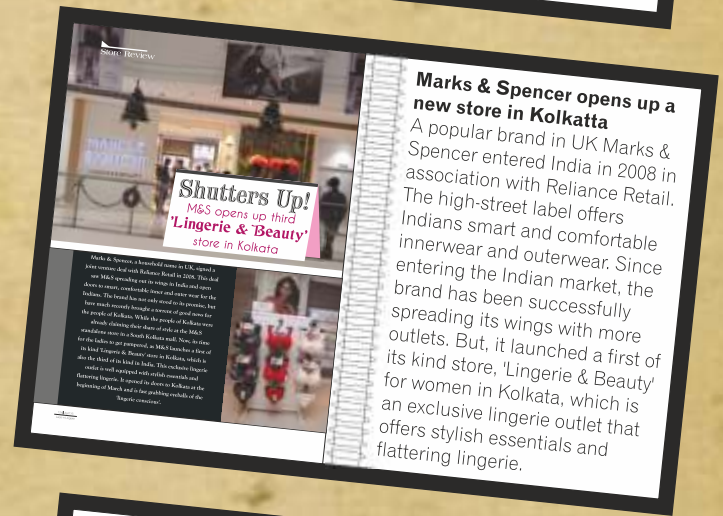
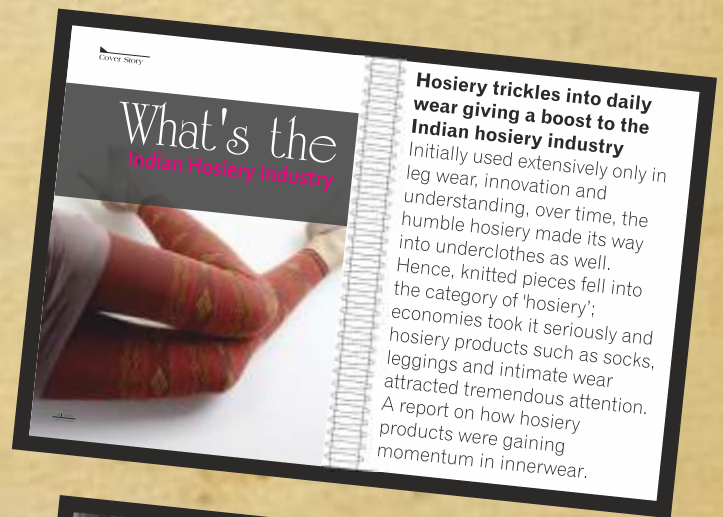


New trends, new horizons, formed the crux of the April 2016 issue of LNL. Whether it was the changing face of the conventional fitting rooms with the introduction of the Magic Mirror that not only allows shoppers to try on outfits, but also other accessories, or the new craze of arm shapers in shapewear, change seemed the only constant. And then, there was the rise of the modern women, with Richa Pania's foray in the lingerie industry paving the path for other women to become entrepreneurs as well. Hosiery gaining prominence and M&S's exclusive lingerie outlet only added to the interesting bouquet of features.

# From the ARCHIVE'S

April 2016

A column that takes you down the memory lane, and if you are a new reader who has just joined us, well even you can partake a few moments and dwell in the past to unearth the jewels left behind in the sand dunes of time...







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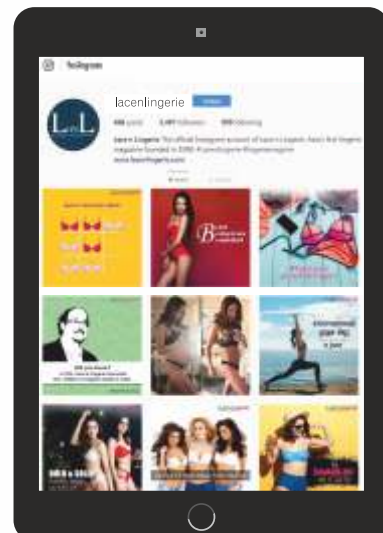
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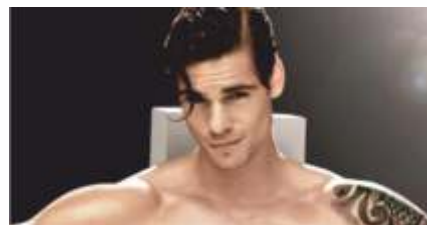
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## Pop Princess Britney scorches the stage in black bondage-inspired lingerie for Brighton's Pride Festival



**B**ritney Spears showed again why she is truly the pop princess as she dazzled while performing her hit tracks in hot black bondage-inspired lingerie for the Pride Festival in Brighton.

The songstress kicked off the Piece Of Me international tour with a

rocking performance at the fest that saw a 57,000 strong fans.

The 36-year-old singer performed to her hit tracks showing off her toned physique dressed in a black glittering bra paired with bondage style- style lingerie. She complemented her attire with opaque stockings and stiletto heels while leaving her blonde tresses loose. An edgy black choker worked well as the accessory for her two-piece ensemble and her smokey-eye make-up further enhanced her sexy looks.

This was Britney's first UK show, which she rocked while dancing to her chart-busters, after the 2011 Femme Fatale tour.



## Emily Ratajkowski smoulders in the new DKNY Fall 2018 Intimates campaign



**T**he sexy Emily Ratajkowski, who is now looking forward to a career in acting simply sizzled for the new DKNY Fall 2018 Intimates campaign in barely there intimates. She looked absolutely stunning while showing off her great figure in teddies, bras and underwear.

With huge 18.8 million followers on her social media account on a photo-sharing site, the 27-year-old was unveiled as the face and body of the brands new campaign.

Emily looked ever the sultry siren in a see-through emerald bodysuit a she sprawled her lithe body across the sofa with her lovely tresses set loose. In another look, she was seen in a cut-out black bra with sheer trimmings teamed with striped sheer tights and in yet another look, she was flaunting her bod in an all-white ensemble.

Emily looked super hot in all the looks she displayed donning the sexy new DKNY intimates range.







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## Hayley Hasselhoff dons red hot lingerie for new campaign



David Hasselhoff's daughter, Hayley, recently showed off her curvy figure in a smokin' hot lingerie for **Curvy Kate**, the lingerie brand for their campaign, **#MyBodyVictory**. The 25-year-old model and actress has been promoting positive body image through her tales of body acceptance to inspire others in the brand's new campaign. In this she sports lingerie flaunting her sexy curves while launching the new range.

Hayley stated that she was always a fan of the brand and that she already lived in the Victory range bra. She further added that it was important for everyone to celebrate their bodies in such a way that lingerie needn't be sexy yet it can be empowering. Hayley mentioned that she wanted people to be inspired by her path as she was an influencer and find their own journey this way but not embody what she does or think her path is theirs.

She said that what she does allows her to celebrate her body and if she doesn't believe

what she preaches, she shouldn't do what she does. Besides, sharing her thoughts, Hayley also posed for some sexy pictures and really rocked the red hot lingerie loo in the Victory range.



## The gorgeous Jennifer Lopez shows off her stunning physique in a workout session



The multi-talented Jennifer Lopez can be seen flaunting her great bod in a recent post put up by her beau Alex Rodriguez on his account on a photo-sharing site. The couple was apparently working out together in the gym and the diva looked stunning in a white crop top paired with coordinated leggings.

Later, JLo stripped

down to a sports bra and sizzled in her session with her killer abs on display as well as every inch of her super-toned body. Jen even upped the style quotient with her perfect gym look teaming her entire ensemble with white trainers.

The 49-year-old has been dating for a year and seem to be going super strong with even rumours of an







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## Expectant mother Kate Upton sizzles in sexy lingerie

**F**launting her curves in racy black lingerie Kate Upton, who is expecting her first baby with husband Justin Verlander, oozed sex appeal all the way.

The 26-year-old Sports Illustrated Swimsuit model looked fab for a photoshoot in a lacy

black lingerie and other innerwear that just about covered her assets. Kate amped the look in garter belts, sheer stockings, high-waist briefs that hugged her curves. She was modelling for Yamamay, for which she is the brand ambassador.

Yamay stated that it was proud to have a future mother representing the brand, who with her curvy and full figure communicated the natural beauty and the unique character of every woman. The Italian brand's Autumn 2018 collection 'The Perfect Fit' aims to 'adapt to the real body of the woman'.

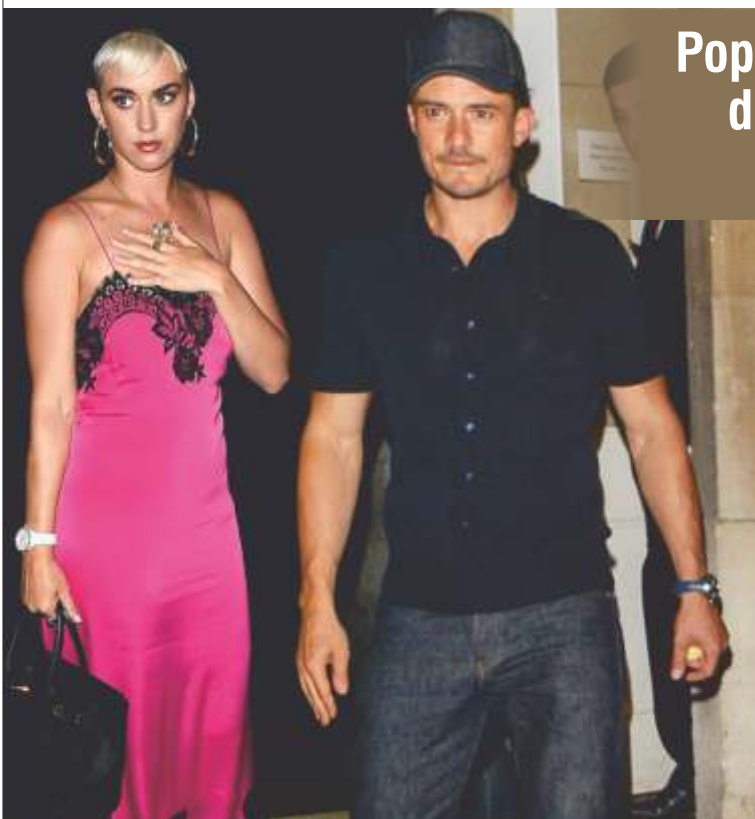
The blonde hottie is going places with her curves on display proving that one needn't be skinny and thin to look gorgeous and it was great to embrace the natural body type one is born with.



## Pop star Katy Perry looks lovely for date night with Orlando Bloom in lingerie dress

**K**aty Perry and beau Orlando Bloom were spotted recently on a date night in London enjoying some down time. The 'Roar' singer was seen in a bright pink lingerie style dress that had a black lace trim. She had adorned the stylish look with huge gold hoop earrings, dainty necklaces, and several finger rings. The 33-year-old songstress had worn a pair of white sneakers keeping it comfortable while making the look trendy with a leather cap. With soft nude make-up, Katy looked ever the stunner.

Perry and Bloom have been going strong and she visit him in London from her breaks during the 'Witness' tour. However, the two were spotted together after many months.







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## Kelly Brook stuns in white lacy lingerie in throwback pictures

**B**runette bombshell Kelly Brook recently posted some absolutely stunning pictures of herself in sheer white lace lingerie from her initial days of modelling. The images, from about 20 years ago showed the model displaying her ample assets and curves oozing sex appeal all the way.

Kelly, who must've been about 18 at the time is seen sporting a golden tan in a white bodysuit with a plunging neckline that showed off her cleavage. The 38-year-old model, actress and TV presenter looks gorgeous with natural make-up, smokey eyes and glossy lips, in the images.

In one picture the curvy beauty is seen holding onto a chair and

leaning forward while grabbing attention for her gorgeous looks. Sharing the pics on her account on a photo-sharing site was a treat for a almost 946K followers who left admiring comments as well. Kelly has come a long way since her modelling days to have regular spots on TV shows, This Morning and Loose Women.

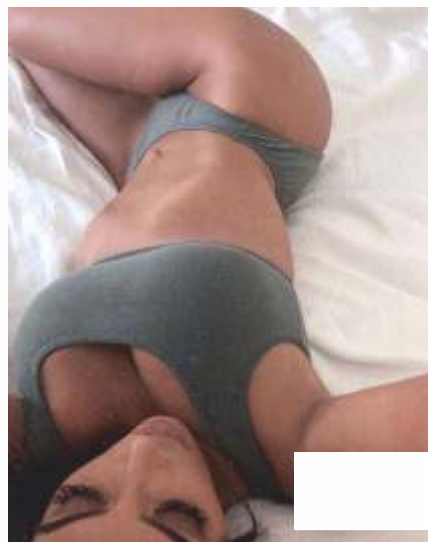


## Ahead of her campaign for Fendi, Kim Kardashian exudes 'oomph' in sexy lingerie

**K**im Kardashian recently posted pictures of herself posing in sexy lingerie ahead of her new fashion campaign for Fendi. The ad also features her five-year-old daughter North as well as her mom Kris, revealed the reality TV star, who boasts of about 113 million followers of her social media account.

She shared the image on her account on a photo-sharing site that shows her flaunting her perfectly toned and tanned bod in a curled up position on the bed in a grey two-piece. Also, the bombshell shared a quote from Fendi's creative Director that stated that the thought behind the campaign was to expand the concept of family as that was a part of their history and also wanted other families of women. And, the

Kardashians, stated the Creative Director, were all three strong women personalities and an iconic family.







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# Glimpses

*Short snappy glimpses of the local lingerie scene, events, who is offering what, the trends, the style, product launches, what's in what's out...*

## **Lounge about in style and comfort**

***Fashion forward attire that amps up your regular wear to enhance your look***

**P**roteens recently launched its core collection that spells comfort and style promising to accentuate your hip look. The men's lowers are made out of rich cotton and are stretchable offering utmost comfort. They are lightweight, durable and offers maximum flexibility as well. The side pocket with a single zip makes for a great storage feature and the colours available are Navy Black, Blue Navy and Anthra Black. The sizes available are **M to XXL** in the price range of **INR 555 to 595**.

The women's range promises to suit all your needs with a fashionable range on offer that is elegant, charming and ultra modern. This pretty lower comes in three colours—Grey Melange, Soft Pink and White. Made of

lycra fabric, the lowers have a side pocket and a contrast drawstring as well. It comes in sizes **M to XXL** in the price range of **INR 795 to 835**.

And, there's something for the young ones as well. Young girls can exude their girlish charm donning cute prints and patterns, while young boys can move around in style and comfort in the Proteens' core collection. The pretty shorts for girls made in lycra fabric come with a side pocket and a contrast drawcord. These are available in six colours—Peach, Rose Pink, R. Blue,

Grey Melange, Yellow, and T. Navy. They come in several sizes, from **22 to 36** and fall in the price range of **INR 299 to 359**.

For boys too, trendy lowers come in lycra fabric and three colours—Red, R.Blue, Black. The two-coloured side strips amps up the style quotient while the side pocket is perfect to store knick-knacks. The sizes available are from **20 to 36** and the price range is **INR 349 to 409**.

With this cool collection, the brand surely lives up to its tagline...'Fashion for Everyone' to the T.







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## Aloha! Look totally tropical in these brand new styles

*Prints inspired by nature, designed especially for today's modern woman*

**B**agging yourself the perfect lingerie is the secret to feeling body beautiful wherever, whenever. **SOIE** got these new styles to flatter every figure. This season we're talking about the tropical two-piece and adding fashion's hottest headwear, the floppy hat, for plenty of pizzazz.

**FB-536-TROPICAL-Polyamide Semi-Covered Padded Wired Bra** - Add a tropical touch to your everyday lingerie wardrobe for those sunny days. This wired bra gives a perfect fit and

ensures a smooth feel under all your fitted outfits. It comes for **INR 740.**

**FB-537-TROPICAL- Polyamide Semi-Covered Padded Non-Wired Bra** - Give yourself a burst of tropical freshness with this semi-covered bra. The non-wired style provides all day comfort with breathable mesh panel and is priced at **INR 690.**

**Panty : FP-1536-Polyamide Shorty** - Stay trendy and fabulous in this tropical printed shorty with breathable mesh side panel. The price for this is **INR 290.**



## Sexy mesh and lace lingerie gowns

*Up your 'oomph' quotient with sexy lingerie*



**I**f you're planning on overhauling your lingerie closet with sexier and trendier pieces, **Rozerra.com** is the place to go to. So, add some glam to your lingerie collection with their sexy mesh and lace lingerie gowns that have an exotic and teasing look. It shows a lot but leaves plenty for the imagination. With lace running through the

centre and covering the bosom, these gowns will help you ooze sex appeal. One of Rozerra's bestselling products, these gowns come in three colours—pink, black, white and in a free size. The price range for this is **INR 995 to 1099.**

So don the lingerie gown that is sure to make you feel sexy and gorgeous.





## Is this how your teenage daughter passes time?

Mirror... the expression of teenager's first love. Hours and hours in front of the mirror, trying out new hairstyles, latest designer wear and admiring new contours. What she needs is self-confidence. Any teenager is naturally over conscious of her physical development. but her mother knows about the natural process and also knows the right time when her daughter would need a bra. But will any bra suit her?



How to measure your cup size yourself? Teenager's Favourite Since 1985

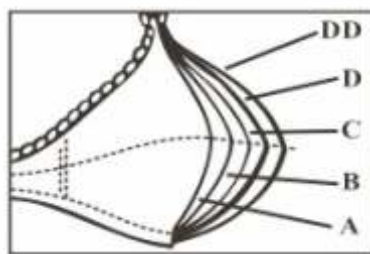
[www.teenagerbra.co.in](http://www.teenagerbra.co.in)

### For natural breast growth teenager needs a particular bra.

You must have observe that inspite of wearing a bra a teenager appears to be uncomfortable and feels a little awkward and shy. The reason: she wears wrong a bra, does not feel self-confident and relaxed. Even a bit of carelessness at this age will hamper the natural growth and will affect the figure and feminine beauty of your daughter.

### *Teenager* Specifically designed for teenagers.

Designed with the advice and suggestions of medical experts, teenager provides the optimum support and comfort and helps in the natural growth of the figure. The Teenager bra has been carefully conceived after proper analysis.



### Why the correct cup size is required for teenagers?

For natural figure growth and comfort, it is necessary that your daughter should wear the proper cup size bra. There are 5 cup sizes in

each bra size, A-small. B-medium, C-large, D-extra large & DD-double XL, so that your daughter should get perfect fit bra.



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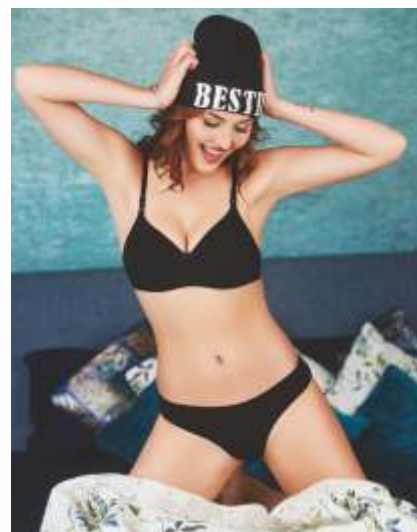
## Classic innerwear that defines comfort

*Trendy and comfortably bra for daily wear*

**S**alient's new bra for daily wear is something that every woman must own in her lingerie collection. The style named 'Navrang' is designed to suit all your daily innerwear needs. Lightly padded, comfortable and stylish, it comes in three colours—White, Black and Skin.

Now you need not worry about the fit

and comfort of your bra as this meets every woman's desire of a perfect and trendy bra for daily wear. With proper coverage and support, this would be the right addition to your innerwear. Meant for age groups between 17-50 years, the sizes available are **30B-40B** and it comes a price of **INR 495**. It's truly a product meant for every girl and lady!



## A day to night bra for you

*A trendsetter that offers absolute comfort*

**S**onari's leisure wear bra is more comfortable and wearable at home or even at night. The label free 'Bella' bra, as it's named, offers utmost comfort for the entire day that you wear it as the fabric used is modal, which is double-layered and the fabric itself is very soft, light and smooth. It also has double

layers at the front.

Available in sizes **M-XL** this smart bra comes in the price range of **INR 300-400** and in three colours—Magenta, Pink and Grey. The detachable straps, which operate as a reslider for adjustment, are just perfect. And, the broad bands below the breast offer more support.

## Sleep in trendy nightwear

*Add more colour to your dreams in this relaxing sleepwear*

**C**olourful, comfortable and trendy, that is what Natural night wear's new range is all about. Your sleep time just got more comfortable than ever in this wonderful new range. Made of Rayon fabric, this lovely night wear comes with red piping on the sleeves, neck and on the garment as well. Designed for women who wish to sleep in

absolute comfort yet don trendy attire, the night wear's drape makes movement easy.

Meant for all age groups, this new product is priced at **INR 1000** and is available in all sizes. So, retire to your dreamland in stylish night wear defined by soft and comfortable fabric.







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*Style : Selina*

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## Designed for men who are active, wild, adventurous and fun-loving!

*Quality and comfort for daily wear that also spells style*

**S**olo endeavours to make quality underwear for everyday wear that looks good on the eye and feels good as well with the main focus on quality and comfort. Solo Men's innerwear is designed for the inner adventurer in you. Solo undergarments are typically made for men for their everyday wear so that they feel comfortable at home, at work and at play.

**Style Zion** - This style is made out of 95 per cent cotton, 5 per cent elastane and bio-wash fabric, which helps you to make a style

statement comfortably. The product comes with original tag-less comfort, so no more scratchy labels. The stylish lycra waistband provides additional support and grip. Flaunt a different design, a different style every time.

This style is available in sizes **S to XL**, 75 cms to 105 cms and price is **INR 175**. These are particularly suited for men leading an active lifestyle and the outdoorsy guy who looks for innerwear that allows for comfortable and easy movement. Explore your wild and fun side with Solo Underwear.



## For the active girl in you!

*Fitness sessions just got more stylish and fun*



**S**wee Athletica is an active wear bottom series for women that is extensively used for yoga, gym and various sports and fitness activities. The range is available in six sizes **S, M, L, XL, 2XL AND 3XL**. These bottoms come in a solid pattern and are ankle length, which will perfectly accompany a sports top. This material makes the athlete remain dry and cool with complete comfort while indulging in any sports and fitness activities. The fabric comes in advanced stretch, giving you a burst of mobility and performance. It is made from a premium,

high performance, high stretch polyester and spandex mix, which is breathable and moisture wicking.



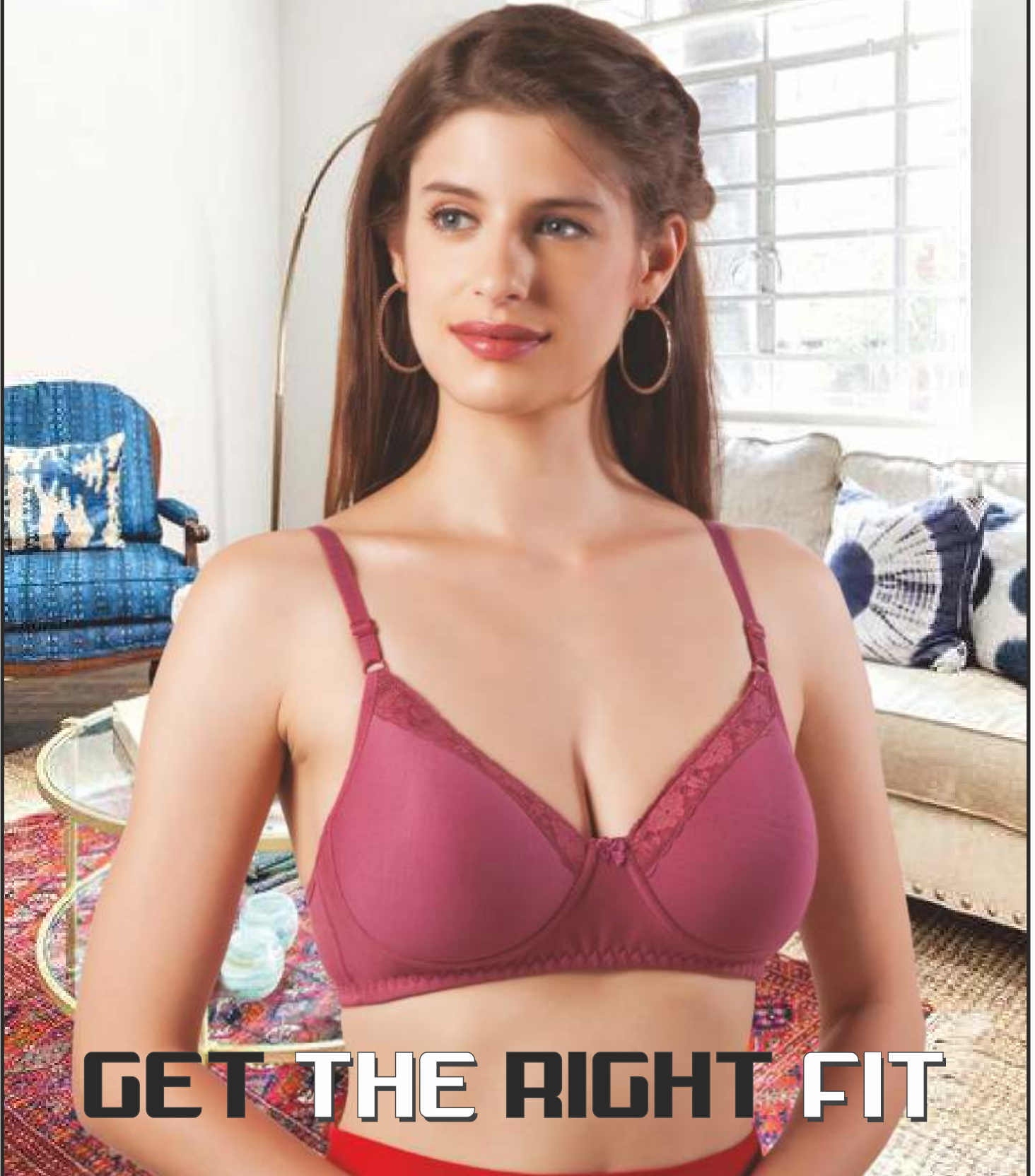
There's a medium hold waistband for comfort, it's perfect for yoga, gym, running and general activewear.

There's also overlocking stitch detailing for extra comfort and durability with lined gusset and hidden credit card pocket in the waistband. The colours are Swee Athletica Grey and Swee Athletica Turquoise-Green, and the product is priced at **INR 1315**.





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## Running a mile in fashionable sports leggings

*Don stylish leggings for your fitness regime*



Look stylish even when out for jogging, courtesy these sports leggings from **Tuna London**. Made from dry fit polyester blends, these leggings are light in weight and will ensure comfort all day long. These slim leggings will complement a T-shirt and running shoes.

**Tuna London TLC Lush** - Designed for all fashionable women, these pink sports leggings will ensure a slim fit. Team them with a T-shirt and lace-ups. These are priced at **INR 1200**.

**Tuna London TLC Radiance** - Red in colour, these leggings will keep you at ease while training. Featuring an elasticised waist with a slim fit, these sports leggings have twin side pockets for utility. These sports leggings will go well with a tank top and are priced at **INR 1200**.



## New EBO launch at Angamaly

*Another outlet added in the brand's bouquet of stylish stores*

V-Star, from the promoters of V Guard, has unveiled its latest Exclusive Brand Outlet (EBO) Angamaly (Town Junction, MC road); the EBO was inaugurated by **V-Star Chairperson and Managing Director Mrs Sheela Kochouseph** in the presence of V-Star **Senior Executive Director Mr Abraham Thariyan** recently. Showcasing a fashionable range of innerwear and lifestyle products for men, women and kids, the outlet is truly one of its kinds.

"We at V-Star have always strived to present a bouquet of hi-fashion collections and a plethora of lifestyle products along with a world-class

shopping ambiance in our EBOs. By coming to Angamaly after the tremendous response received by our other Exclusive Brand Outlets (EBOs), we have undoubtedly crossed another milestone in our glorious voyage," said the **Chairperson and Managing Director of V-Star, Mrs Sheela Kochouseph**.

A fast-rising star in the world of fashion, V-Star has already made its mark in major towns and cities across South India.

V-Star is planning to open more EBOs in major towns and expand its presence in the Middle East as well, emerging as an international brand of repute.







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Style: Maya



## Get the tropics in your intimates

*Lingerie that helps you stay in the holiday mood always*

Feel relaxed all the time with **Little Lacy's Tropical Collection** in lingerie. The range makes you drift away to a pristine beach and will help you stay in the holiday mood, always. Available in a fresh palette of vivid colours, this sexy bra has scalloped straps and a Bralette waist design.

It is complemented with the bikini panty with lace scallops. This trendy lacy set, named, **Krabi-C**, is just the thing to add to your lingerie wardrobe.

Pink and Lime are the lovely and stunning colours this lingerie is available in and you can pick it from any of the MBOs across the country. Meant for the discerning and fashion-forward contemporary woman of today, it is aimed at the 16-40 age group. Available in sizes **32-34C**, this sexy set is priced at **INR 475**.

## Amp up your style and comfort quotient

*Rediscover your inner fashionista with a trendy bra*

Innerwear just got more comfortable as well as stylish. **Lux Lyra's** new style #512, touches a woman's heart with elegant design and a perfect fit. This Cross Over moulded bra, aptly named 'Grace' comes in three colours—white, skin and black and helps you shaped your body better enhancing your beauty.

Don this fabulous innerwear that gives you the confidence to enjoy life to the fullest. What could be more enticing than a great bra that ups your style quotient at the same time offering you the utmost comfort? This lovely new bra is available in sizes **30B-40B** and the price for sizes **30B-36B** is **INR 235** and for **38B-40B** is **INR 250**.





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## Women captured inspite of disabilities and illnesses

American Eagle's Aerie launched a game-changing campaign as they released new images on their website that features women with a range of disabilities and illnesses modelling various styles. The images captured women with arm crutches, Type 1 Diabetes, Vitiligo, and more, wearing everything from the brand's signature bralettes to matching workout apparel.

Model Abby Sams also shared images of her shoot on Twitter, noting that modeling with so many other women with disabilities and various conditions was "like a freaking powerhouse!"



According to sources, Sams, a 20-year-old student from Athens, Georgia, said that she landed the modelling gig after entering a contest for Aerie's fall

campaign, which required her to describe what #AerieREAL meant to her.

"I sent them a video saying how, as someone who's never seen disability or chronic illness represented in media, Aerie Real should mean that beauty comes in all shapes, sizes, ethnicities and abilities," she explained.

Aerie hasn't simply created a new campaign around these young women; they've also begun to incorporate their images throughout its product pages.



## Feel your best always



b.tempt'd introduces Wink Worthy a collection, which fits so flawlessly that you never feel anything less than sexy. Available in three shades, Smoke Blue, Astral Aura and Au Natural, wear the Smooth Contour Bra (available from 34A to 38E) with the matching Bikini Brief (available from S-XL); or, for a lighter style try the beautiful bralette with scalloped eyelash lace (available S-XL).

Also, for AW18 b.tempt'd launches Nearly Nothing, a luminous new collection of vintage-inspired glisette and lace available in two shades, Georgia Peach and Night. With its shimmering look and lightweight feel, you'll barely know it's there. Wear the Contour Bra (available

from 32B-36E), which features glisette covered foam cups with the matching thong (available from S-XL), which also features delicate lace detailing.

The b.tempt'd favourite Lace Kiss returns for AW18 in three brand new shades—Smoke Blue, Crimson and Pink Peacock. Designed to feel like a second skin, Lace Kiss has become renowned for being a totally comfortable and easy-to-wear lingerie collection for every day. Crafted from Helanca Lace, Lace Kiss is available a delicate lace bralette (in sizes S-L), which can be worn with a choice of a matching bikini brief, hipster brief or thong co-ordinates.



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The **Cyberjammies** Man A/W 2018 collections are the perfect blend of traditional nightwear, mix and match separates combined with some fun and surprising elements. Their checked pyjamas are a firm favourite with many but for those who want to mix up their look, their jersey separates offer a great solution.

Adding a little fun to your nightwear wardrobe is easy too, so if you're not ready to wear their dinosaur, shark or car print head to toe, it's easily combined as a print trouser and plain top.

The **Finn** collection mixes mid blue with white and red highlights to create a bold shark print, a soft check and a small geometric print. Soft greys, graphite and cream feature in their **Oliver** collection and for those who are still fascinated by the prehistoric, their **Dinosaur** print is sure to please.

Car enthusiasts will love their **Austin** collection with its bold print on a white background and for those looking for something a little subtler, there's always the geometric printed, checked or plain jersey pieces.



## Every piece is made with a savoir-faire!

### Girl & a Serious Dream

showcases their SS19 Collection. The collection is designed in the USA using the finest laces and silks from Europe's foremost mills and is described as lingerie that's made to be seen. It features luxury robes with the look of little lace coats, made with the finest textiles: silk in all forms, hand

picked French laces and dreamy Italian tulles.

Girl & a Serious Dream's luxurious bridal lingerie make brides feel extraordinary from the moment they wake up, after the reception, and even past the honeymoon, as a way to make the moment last says the brand's founder and designer, Anita Aguirre.





 **don't Shy**



### **A. R. Fashion Lines**

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## Freya and friends

### Making the most of every moment

**F**reya's new season welcomes pops of bold colours, crafted lace and supreme shapes. Inspired by nature, Freya's Autumn Winter 18 collection features beautiful hand-painted ditsy floral ranges, with urban reference shown through bold statement collections and smart simple style lines, with hints of soft and feminine touches.

The **Soiree Lace** collection returns for autumn in striking shades of rouge. The luxurious and refined collection has been crafted from semi-sheer net and geometric lace, adorned with a small half-moon charm at the centre front. Offered in a selection of styles Soiree Lace is produced in a high apex bra (32C – 38H), padded plunge bra (32C-38H) and an underwired bralette (32C-36G), complete with matching briefs (XS-XL), shorts (XS-XL), Brazilian (XS-XL) and suspenders (XS-XL).

New for Autumn Winter 2018 is Taboo in Café Noir. A bold and contemporary collection,

showcasing net cradle fabric over nude flesh tones to create a tattoo inspired look. Taboo has been decorated with black dart embroidery across the cup and brief to flatter curves, while strapping detail across the centre front ensure this collection is key on trend for the season. Taboo has been produced in an underwired plunge

balcony bra (32C – 38H) and an underwired moulded plunge bra (32C-36GG), complete with matching shorts (XS-XL), Brazilian (XS-XL) and suspenders.

Freya has introduced Love Note to AW18, and we are obsessed. This contemporary design combines a crochet effect and floral lace for a stylish retro vibe. Coloured in slate and adorned with grosgrain bows, loop detail elastic and scalloped edges, make Love Note a must have this season. This collection offers an underwired high apex bra (32C-38D), underwired padded plunge bra (32C-38H) and an underwired bralette (32C-36G), with matching briefs (XS-XL) and Brazilian (XS-XL).



## Irresistible attraction...Coup De Foudre

**A** mix of universes, story telling and fabrics, **Coup de Foudre**, French for 'Love at first sight' is a new collection by **Maison Close** confidential. This line is created for those who are fearless and is crafted into an essential collection.

Breaking down all frontiers between what is audacious and what is elegant, Coup de Foudre spellbinds, intrigues and charms its audience and wearers. Will you dare to play with



transparencies, lace meshes and second-skin fabrics? Maison Close presents this burning and romantic collection. Featuring black mesh, floral lace and purple velvet details—the confidential. These three fabrics are in trend for A/W 2018. The line becomes an inspiration for passionate

moments. New designs like an open babydoll, a purple velvet harness, an open laced panty complete this timeless line of sexy chic lingerie. Purchase Coup de Foudre de-es and make it impossible for





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## Romantic hues begin underneath!

A woman's lingerie says a lot about her. And, Parfait truly believes that happiness begins underneath. The brand has recently unveiled their Autumn/Winter 2018 Collection, marked by a range of romantic new groups, the expansion of their sports bra segment, plus the debut of their first-ever nursing bra.

Popular best-sellers **Adriana, Sandrine and Enora** see new, deep-hued colour additions, while the Parfait Panty collection also picks up a new, seasonal colour palette. Five brand new collections launch with romantic Mariela, fabricated from stretch satin with lace overlay in Nightshadow Blue or Plum/Nostalgia Rose. Peekaboo keyholes add a flirty element to

the collection, seen in the centre gore of a Contour Padded Bra and Unlined Wire Bra as well as the back of a complementing Bikini bottom. Sophisticated Cora exudes elegance with an Unlined Longline Bra and matching Bikini bottom, featuring lace panelling and underbust piping in Bare or Navy Blue.

Brand new Lulu offers an Underwire Bra, Hipster and Babydoll/G-String set featuring delicate embroidery and sheer mesh, successfully merging retro-inspired elegance with alluring flirtation in Scarlett, Grape or Black/Pewter. Dalis is effectively your new 'go-to' for everyday comfort and style, presenting a wireless Bralette exclusively for cup sizes D – G alongside a matching Hipster in Navy or Black. Fabricated from a super-soft Modal/Spandex blend, the Bralette features a wide elastic underband for superior support, straps that convert with a J-hook into a racerback silhouette and pretty scalloped lace trim. Parfait's first Nursing Bra in Bare and Black. The bra features an instant, easy-to-open clasp, available from C – H cup in stretch tricot with soft lace trim.

Parfait Panty also continues to expand their collection of go-to, wear-everywhere skivvies, with two new, seasonal hues. Navy is added to the So Essential collection featuring Thong, Bikini and Hipster bottoms in super soft modal and scalloped lace.







**Natural**



## PrettySecrets Mulls Retail Expansion

Online fashion lingerie brand PrettySecrets is looking at more than doubling its offline retail distribution to over 30 more exclusive stores. The brand is a young, fun, confident and empowering brand. They cater to modern Indian women between the age group of 23 to 35 years who are both fashion savvy and want comfort but are also looking for cost effective lingerie. They believe your everyday lingerie should not be boring and it should make you feel good and it does not have to be expensive. PrettySecrets, which started out with an e-store in 2012, at present has 25 exclusive brand outlets across cities like Mumbai, Imphal, Surat, Ludhiana, Jalandhar, Baroda, Raipur, Goa, Dhanbad, Chennai, Hyderabad, Naharlagun, Trivandrum, Siliguri, Pune, and Itanagar. PrettySecrets is a versatile brand, with an objective to create aspirational intimate wear at a reasonable price. They plan to open 100 stores by end of 2019 and 250 stores by end of 2020 eventually will be present across metros, non-metros, high streets, and malls as well.



**In an exclusive interview with Karan Behal, Founder & CEO, PrettySecrets, he shares its innovative retailing strategies in India.**

**What is your brand's strategy?**

**When will the construction begin?**

**K.B:** The idea is to ensure we are present where majority of our audience is present. The idea is also to leverage on being present in multiple locations and neighbourhoods in regions where our audience is large. This also helps streamline supply chain, logistics, marketing, and overall operations. The goal has always been to build stores, which provide the perfect lingerie retail therapy to customers. Keeping this in mind, we've designed our stores to have a look and feel that is pampering, intimate yet aspirational, personable and fun. Our store staff is all-women, specifically to



**Karan Behal**  
Founder & CEO, PrettySecrets

ensure the women shopping in stores feel comfortable and at ease. The staff is exceptionally trained in all things lingerie and beyond to guide a customer for what style and fit is best suited to her routine and body type. The store size is also apt to ensure we have the perfect amount of product display and adequate space / trial rooms to make it a comfortable shopping experience. To add extra

convenience to the customer, we also have the option of shopping through our online catalogue in stores so that one can avail the styles / sizes that they like but which may / may not be in stores.

As for the new stores, as soon as we finalise the location, the construction begins. We target to finish fit

out within 30 days to avoid unnecessary rental hit to the PnL. The ideal size of a PS store is about 300-500 sq ft. In future, we will explore





## BRAND BUZZ



options, which will fit into our size requirements.

**At which stage is your expansion? What key differences are there now that you feel that a retail store is the right approach?**

**K.B:** We are looking at a rapid expansion considering the target of 70 stores by the end of the FY. Over a period of time, we have learnt a lot from our past experience. Although our major goal is to penetrate the Indian market and to make lingerie available to all potential markets, we are very careful while picking the locations. The major key parameters that we are looking at are population, male vs female ratio, market potential in terms of how other brands are performing, traffic flow, BEP analysis, etc.

**Will your in-store experience vary from store to store?**

**K.B:** As a brand, we try and maintain a similar in-store experience across stores. However, there are a very few cases, wherein we plan stocks as per

demand and the offers are tweaked seeing the store location, purchase power of customers, etc.

**Over the years, how has the stock (products) changed and expanded, have you seen people's tastes shift?**

**K.B:** Our products have evolved over seasons for instance, PS has come up with a balanced blend of solid vs printed. The changes have been made after getting customer feedbacks regularly at product level. There is significant improvement in our products with every season, be it by playing around the patterns/features/styling, etc., or making the colours shuttle as per customers needs over a period of time.

**What do you feel that markets like India and Southeast Asia can offer retailers?**

**K.B:** India / Southeast Asia are one of the fastest emerging and most dynamic economies today. The huge potential lies in the large customer database to tap into. Change in consumer behaviour, change in customers mindset, a fashion forward yet comfort-seeking audience, all these factors are creating new untapped potential for a brand like PS.

**Will you be launching any collection along with the store expansion? And how do you think it is going to appeal to the Indian market?**

**K.B:** Once we reach to a scalable business model, we would surely want

to bring in specific collection for EBOs, which will create a differentiation. However as of now, there is no immediate plan on the same. The collection will be very particular to EBO needs as in price point wise, cater to specific customer needs of urban market, etc., which will surely create new opportunities for us. 📈







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## TOUR DE SINGAPORE... BODYCARE DISTRIBUTORS EVENT

Bodycare International Ltd., the country's leading manufacturer and supplier of kids undergarments, infant wear, thermals and loungewear for the entire family, had organised a leisure trip to Singapore for its distributors. The top 30 distributors were selected to be a part of this fabulous journey. They share their experiences...

The trip started on **29th of June** and ended on **3rd July** and was for three nights and four days covering all major attractions of Singapore city, Singapore being the most happening tourist spot. The guests were welcomed at the iconic Holiday Inn Singapore Atrium. The tour was inclusive of all fares, visa, insurance, sight seeing, stay with breakfast, lunch and dinner. The goal of the company was to express their gratification to each distributor that achieved their target incentives, as it represents a genuine and compelling goal and a holiday provides an amazing experience and memories that last a lifetime.

The venture kicked off exploring attractions on Singapore's Sentosa Island during the afternoon and evening tour with a guide. Several resort activities were included, starting with a cable car ride from Mt Faber.

They also visited the Singapore Flyer Sticking out among the skyscrapers in the Singapore skyline. The company also took their distributors to Southeast Asia's first and only Universal Studios theme park,



## EVENT

featuring 24 rides, shows and attractions in seven themed zones.

**Mr Amit Kumar, Asha Enterprises, Rohtak** comments, "This was the best trip I have experienced to date. It was a tremendous journey from day one. The best part was, **Mr Mithun Gupta-M.D. Bodycare International** had organised the tour seamlessly from start to finish and being highly professional and helpful they took very good care of us. Each day brought a new experience. The hotel food and accommodation were also very good and we did not repeat the same experiences. I got to visit Sentosa Island and The Universal Studios. We enjoyed like one big happy family."

**Mr Bhavin Modi, K.D. Enterprises, Ahmedabad**, goes on to say, "I felt like I was at home, relaxed. It was wonderful and everything was very well organised. The tour schedule was systematically organised and every activity was on time. The trip was very well planned by the Director, Mr Mithun Gupta. All the distributors were very well connected. No doubt, Singapore is a beautiful country, but having The Bodycare International team as a part of this journey made the trip a special one."



"It was a fantastic trip; we absolutely loved the tour! We enjoyed the arrangements done by Mr Mithun. This vacation was hassle-free and I have zero complaints. Lovely food, hotel and amazing people! I want to thank him for this amazing journey he let me be a part of. Thank you for the well planned and organised trip. I hope the company continues to go for such amazing trips," said **Mr Ranjeet, Good value Marketing, Guwahati**.

**Sendhil Kumar, Laxmi Nivaas Distributors, Madurai**, states, "Mr Mithun Gupta was very courteous, caring and kind to everyone. Singapore is absolutely remarkable.

The vacation went by so fast that I wish our stay lasted for more days. All the arrangements generally went well and I was very satisfied."

Mr Mithun Gupta, M.D. while speaking about the Singapore leisure tour for the distributors said that they received very positive feedback from all the distributors and they would organise more tours in the future. Upon discussion, the company said they were actively engaged in hosting Retailers meets across India. They are organising meets to connect with the retailers directly and showcase their latest range of apparels and also to address their concerns if any. 📍





Park Avenue

# MEN'S PREMIUM INNERWEAR... JOCKEY EMERGES AS THE LEADER

As mentioned in our previous issue, men's premium innerwear is going through a massive churn right now, but the leader Jockey has the lion's share. However, the entry of other brands with their international associations seems to have created some ripples in this segment. Is Jockey's monopoly under threat? Will other brands create a dent in the leader's share? Or will they exist and grow equitably? Here's the concluding part of the story...

**G**alaxy International has been Jockey's distributor since the brand's advent; in fact, they have been the first ones to act as distributors for the brand and have been doing so for 18 long years. Today, they are distributors for US Polo and Hanes and have about 100 dealers in US Polo and about 50 in Hanes.

**Mr Ramesh Hingorani, Partner, Galaxy International explains,** "In US Polo, limited areas (wholesale market in South Mumbai and from Bandra to Borivali, we have dealers) and Hanes, we are doing the whole of Mumbai. Hanes has been relaunched and is

trying to figure out how they increase the business."

**Mr Lalit Khurana, Owner, Khurana Agencies, Jaipur, says,** "Right now we distribute no menswear brands but **we've been distributors of Jockey since 18 years** and have winded up in March this year. Because of the pressure from the company to meet primary targets; there was pressure to

buy stocks. Accordingly, the sale and purchase, didn't match. Stocks were selling less but we have to buy and achieve primary targets. Inventory was piling up. We had to sell forcibly and payment was slow."

He continues to say that there are several

categories of the brand and in Jaipur there are several distributors (8). For e.g., there are different distributors for bras, panties, lowers, in men's innerwear, there are different distributors for basic, premium, etc. Also, there are different areas allotted as well and there were too many restrictions Mr Khurana adds.

**Mr Pramod Karwa, Owner, Excel Agencies states,** "We are currently distributing Van Heusen innerwear for Central/East & North Delhi. We have around 225 Points of Sale. Prior to this, we have distributed USPA, Hanes, FOTL, and Jockey in the past 15 years."

## Growth in the last five years

With the entry of other brands in this segment, one may think that the domination of Jockey may have been affected. So we spoke to a few distributors to get their insight on this



**Mr Ramesh Hingorani**  
Partner,  
Galaxy International



## Cover Story

and here's what they had to say...

According to **Mr Harshad Pujara, Owner, Srinathji Enterprise**,

"Jockey is good as compared to other brands such as Van Heusen, CK, etc. The quality of Jockey is good and is available at reasonable rates

such INR 400 compared to other brands wherein the same quality will be expensive in other brands. Jockey will reign supreme."

Whereas Mr Karwa opines, "There are many brands which have emerged in the last five years like Van Heusen, US Polo Fruit of the Loom, United Colors of Benetton, FCUK, Jack & Jones, Calvin Klein, Park Avenue, Puma, Levis and many more. This question is best not answered by me but purely from a statistical point of view, I guess Van Heusen is the fastest to touch 100



**Mr Pramod Karwa**  
Owner  
Excel Agencies

crore in the innerwear space in such a short span of time."

Mr Hingorani though feels, "Jockey only has shown growth in this segment. The complete market is in their hands. They are increasing the categories and their segment is increasing. They are into loungewear as well."

“The distributor plays a big role in capturing market share for brands. If brands get good distributors who have a hold in the market, their market share will definitely grow - Mr Khurana”

Mr Khurana too feels that no other brand comes close to Jockey. He says, "In India it's only



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Cover story

Jockey and nothing else. Jockey's R&D department is very strong; there are other brands, but Jockey supersedes all. Also, brand penetration is great. If a man is using Jockey, then his spouse as well as children too use the same brand. Jockey has become a necessity; it has garnered goodwill."

**Mr Nand Badlani, Owner, KG Enterprise** also feels that Jockey has grown considerably in the last five years.

**Brand that will surge ahead**  
Of late the market is spoilt for choice in the men's premium innerwear segment. Earlier there were just a few brands that were in the premium segment (INR 200-1800+ range), but in the last three years this segment has witnessed a tremendous surge of MNCs and home grown brands (viz Van Heusen, FCUK, Levies, FOTL, US Polo, CK, etc.). It seems that with so many brands, some or even one of them may forge ahead of the others.



**Mr Nand Badlani**  
Owner  
KG Enterprise

Mr Karwa explains the key features for a brand to get ahead of others and states, "Brand perception/recall backed by products, which deliver promise is important for sustainable growth from a consumer perspective. From a channel Perspective (trade customers), retail engagement with the brand on a continuous basis with strong visibility is key."

According to Mr Hingorani, "CK is all imported products; they don't have a manufacturing setup in India. Whatever is their premium category, I don't think they will increase their market. I think US Polo will forge ahead; they are leaders in outerwear and now they are concentrating on innerwear, putting in efforts and they are increasing their categories as well. They are increasing the categories, they have good advertising as well, good ad-spend and they advertise only as a brand and not the categories so that awareness is increasing and quality-wise it's a good brand and price-wise also it

“Mr Karwa -The key features for a brand to get ahead of others, Brand perception/recall backed by products, which deliver promise is important for sustainable growth from a consumer perspective. From a channel Perspective (trade customers), retail engagement with the brand on a continuous basis with strong visibility is key.”

suits everybody's pockets."

Mr Pujara however feels that there are many brands in the market now and even Euro has recently launched its premium segment, but Jockey still rules.

Yet probed about which brand had the



Jack & Jones





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potential to move ahead according to him, he said, "Dixcy Scott has introduced a new series and if they pay attention they can pose some competition for Jockey. It can grow, and even Playboy is there, which I think can also grow if they pay attention to quality."

According to Mr Khurana, "Van Heusen may grow; the company's strategy matters, who is looking after it from the backend, what's its vision really matters. **Van Heusen has performed well and has made about 100 crore within the last year.** So, according to me Van Heusen will grow. It is a well-known brand in the garment sector and an Indian brand as well."

### Where is the segment headed...

According to market intelligence the premium segment is worth 2500 crores. Jockey is having a 10 per cent market share. The segment seems to be growing at a rapid pace. So where exactly is headed to?

**"I think it's survival of the fittest. The quality, pricing, the categories... whichever brand has that will only survive. The feel of the market, i.e., what the customer wants is also**



**Mr Harshad Pujara**  
Owner  
Srinathji Enterprise

important," says Mr Hingorani.

However Mr Pujara feels that Jockey's has an excellent management and supply system. The brand has over 500 EBOs in India and it will only grow further.

Mr Badlani though believes that Jockey has a 90 per cent

share in this segment vs 10 per cent and he feels that the scenario shall remain the same till some bigger brand penetrates and eats up Jockey's share. And it seems obvious now.

"Jockey has emerged as the brand of choice for the consumers. it has become a part of many households today with a repeat consumer of more than crore. This is a result of 25 years of building consumer trust. having said that, the channel has been starved of good competitive offerings in terms of both brands and consistent quality in that very phase. The likely scenario is that the organised share will keep on growing and consumer is likely to move up from the mass to the premium," Mr Karwa feels.

### Will Jockey see a dent?

**“ I think it's survival of the fittest. The quality, pricing, the categories...whichever brand has that will only survive. The feel of the market, i.e., what the customer wants is also important - Mr Hingorani.”**

Everyone seems to opine that Jockey is till the frontrunner and will continue to remain so. However, with so many players in the segment now will other brands be able to grab Jockey's share of the market? Or is there enough room for all brands to carve their market share and grow equitably?

Mr Hingorani explains, "The market will grow equitably, because the economy is growing, everybody will push and will try to increase their share. Premium brands where the pricing, quality and categories are



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## Cover Story

offered will forge ahead. Jockey's share isn't being dented now. But It can happen in time, remember what Nokia was once upon a time in Mobile industry and where is it now?

You have to be adaptive to change and take risk, the consumers at the upper end are quite fickle. They are always open to experimentation.

In any business they need to have a proportionate risk. So, anybody who is ready to take the risk and have a manufacturing plant here offering so many categories can grow. But it needs real hard work."

Mr Badlani feels, "Of course, there is enough room for other brands who will surely carve their market share, but simultaneously, they can also grab Jockey's share. It's not only because the other brand, being stronger than any existing brand to eat the existing ones' share."

Mr Pujara vehemently states that other brands can't create a dent in Jockey's share. "Everything depends



**Mr Lalit Khurana**  
Owner  
Khurana Agencies

on the market but according to me they can't grow equally at all. Jockey has a system in place for e.g. in Jockey you don't have to explain anything to the customer but it's not so with other brands.

Mr Khurana though feels that other brands will definitely take over Jockey's share. "The

brands will capture the market share of Jockey very rapidly too. Also, the

“Everything depends on the market but according to me they can't grow equally at all. All brands together also can't meet Jockey's level -  
Mr Pujara”

distributor plays a big role in capturing market share for brands. If brands get good distributors who have a hold in the market then Jockey will definitely see a dent. In the next five



years; the whole scenario may change. Earlier it was VIP ruling the market in the 80's & 90's. Now it is Jockey; everyone wants change and distributors and retailers are both affected if only one brand dominates."

However, he feels that there won't be equal growth and it will take a lot of time. Jockey has become very strong, he says and their EBOs have great potential as well from which they get a lot of mileage.

**Overall Summation** It seems that the men's premium innerwear segment, which is now ruled by Jockey. Also, it does seem that there are a plethora of other brands that are good and may create a dent in Jockey's lion share.

However, this needs a lot of effort and hard work on the part of brands to take on Jockey's domination. After all, it's not easy to break into the leader's existence across the country. Now, it remains to be seen how this space pans out in the near future and which brand amongst them has the brand width and the DNA to achieve this. 📈







# PRODUCT PACKAGING...

## How Significant Is It?

Packaging, once a basic element of any product seems to be getting fancier, sleeker and even enticing if we may say, especially packaging of lingerie. What's more, these days a product's packaging also offers information about the lingerie such as sizes, colours, the fabric, etc., which is extremely useful for the customer. However, is packaging really that important and significant? And does it really drive sales? We decided to find out...



### **C**ommunication, protection, convenience

A product's packaging is usually meant to communicate a purpose—what your brand stands for and what it means for your customer. Purchasing lingerie has increasingly become a luxurious and lifestyle experience more than just a quick buy of bare essentials. So, the packaging of lingerie it seems, is gaining prominence to not only attract customers but even to drive sales. Yet, it has to do its basic job as well...that of protecting the product itself. The packaging has to protect the contents from damage, dust, dirt, leakage, pilferage, evaporation, watering, contamination, etc. Besides, it helps in easy handling and storage of the products as well.

Convenience is another aspect of good packaging. The transportation, storage, and handling can be performed with ease and without wastage. In fact, neat and proper packaging has even known to bring down inventory



and packaging costs, space and even time costs.

Still, much has changed in the sphere of how lingerie is displayed in Large

Format Stores (EBOs) versus retail. Typically, LFS and Exclusive Brand Outlets (EBOs) display their lingerie for the customers to view, touch and feel whereas retail outlets store the packed products. Explains the **Department Manager at a suburban mall's LFS**, "We display the products but it's not necessary that every customer would buy it. Also, if she likes and chooses a particular product, we give her a packed one and not the one of display."

According to a **spokesperson at Zivame**, "Many customers are very particular with their product packaging. For example, brands such as Jockey provide their products in pouches or boxes made of higher standards featuring a rich print

quality, matt or gloss lamination. Few customers assume that open pieces, lingerie that is hung on display are used pieces; they assume products that are hung are tried and tested out by other customers and hence they prefer their products from a

packaged box. So, we tackle that situation by providing the consumer with knowledge that hung products are fresh pieces."

According to a **spokesperson at Jockey**, "Our products are available to customers on hangers and in boxes as well. MBOs, vendors and LFS have different visual displays of merchandising. Most customers prefer the touch and feel retail experience. They want to know the fabric quality. We can either sell them a product directly via say a box of three or give them the option to try the product out before making a purchase. Product availability in a store is most important. It all depends on the customer at the end of the day."

“ We display the products but it's not necessary that every customer would buy it. Also, if she likes and chooses a particular product, we give her a packed one and not the one of display. ”  
-Department Manager at LFS





“ Most customers prefer the touch and feel retail experience. They want to know the fabric quality. We can either sell them a product directly via say a box of three or give them the option to try the product out before making a purchase.  
Spokesperson at Jockey ”

**Presentation matters**

All the stores believe that display goes a long way in attracting customers and at times even translating into sales. Says the spokesperson at the LFO at the mall, “Different brands have different strategies of display. For us, it's all about visual merchandising. If a customer can feel and touch the product, which is not the case in regular retail stores, it is easier for her to choose. Yes, presentation does matter. If the packaging is attractive, then it certainly draws the customer.”

“In terms of apparel and lingerie, how does the product look, is the first appeal of a customer. So, if the lingerie is packed it is very time consuming, for we have to open it and show the product to the consumer. In apparels and lingerie hanging is the best way for if the customers see it and like it then only will they try it. The kind of packaging we receive from Zivame is plastic bags. So it wouldn't look good if we stacked it on racks,” explains the spokesperson at Zivame.



According to a **spokesperson at Wacoal**, "As a customer point of view, if they view the product from outside the store, if the visual is appealing it attracts the customers to come inside the store and that is the whole reason behind hanging garments. If you see



“ **As a customer point of view, if they view the product from outside the store, if the visual is appealing it attracts the customers to come inside the store and that is the whole reason behind hanging garments.**  
**-Spokesperson at Wacoal** ”

colour display, coordinates the customer is made aware that there are more options available. Visual display is a silent sale!”

**Mr Dipankar Datta, Proprietor, Beyond Desire states,** “Packaging plays a vital role in attracting customers and gives a sense of brand. And yes, packaging does drive sales as well, as after trial most customers ask for a fresh packed piece and also people are still a little embarrassed to carry lingerie, so it can be carried discretely. Lingerie is a very personalised item. Besides, a lot depends on the brand the lady is buying; for e.g., if she is purchasing a high-end brand, she may want to flaunt it, but someone chooses a regular brand, she may want to hide it.”

**Mr Madhusudan, Partner, Cauvery, Pretty Woman,** states, “Women want to see the brand displayed. They like to see the packs, look at the product and then ask for it. They don't know about the product otherwise. Also, a product, which is expensive needs to be packed in a good way and customers get to see the product properly.

### **Display is important too**

While packaging is important, the brands feel that displaying lingerie strategically is important as well and the after a customer chooses the product, the way they wrap and pack it also varies. Zivame's spokesperson states, “At first glance, in apparels the look and feel of a product matters to the customer. Some brands follow a certain protocol and I don't think the

life span of a product is affected if it's on a shelf stacked up in a box or hung on display. With us only our panties come in a box not our bras due to hygiene reasons. Zivame has various product packaging, one is a pack of three, and pack of two which comes in a plastic pouch and the singles come in a box with product information such as colours, price, and size and product name. Few customers are specific they want to know everything about a product, where as some customers care more about discretion so its a mix barrier and hence our bras are sold in a plastic bas with no information just the brands name.”

**“We display some products,** such as camisoles, panties, in packs as these come in a pack of two or three. Otherwise, all our lingerie is unpacked and on display for the customers. Also, we retain the packaging and give a packed product. But if someone chooses a product straight off the rack, then we give them that product itself in a bag. We don't wrap it in butter paper or tissue, but simply put it in a paper bag as the tag is already there,” says the

spokesperson at the mall.

At Wacoal, she says, “Boxes benefit those customers who are just walking through; 'cause those customers can directly view the sale purchase value and directly buy it, but to us visual is more appealing and attracts customers and hence our lingerie is not available in boxes. We use a tissue wrapping and directly put the product in the bag. On our price tags washing instructions, pricing, sizing everything is mentioned. Boxing and shelving products can be a little tricky as you may never know how long that product has been dumped and ignored on the shelf. It can end up being damaged cause there is no movement, due to dust or lack of touch or feel. The main focus for many customers is to not show what they have bought. Hence, here in Wacoal we wrap our products and put it in a bag. We value our customer's discretion.”

Mr Madhududan says, “We display the







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## Market Watch

boxes and customers see the model in the product on the box and they ask us for that particular product. Yes, packaging does attract customers and it is important. They see the product on the box and ask for it, making it easier for them."

### Retailer Speak

Well, it may seem that the brands and LFSs have their own reasons to retain the packaging or do away with it, but the retail owners too have a perspective on packaging. Mr Dipankar Datta, feels that some thought should be put into the packaging aspect of lingerie as this can translate into more business. If the packaging is sleeker and concise, retailers will be able to keep more stocks and hence more business. "Also, even today the packaging boxes are bigger, especially the ones used for padded products. This has to be thought out as see how smartly they can be made smaller. The packaging is really good but

the boxes should be redefined."

As for how lingerie is displayed in his store, he says, "All lingerie in my shops is on display and not in boxes. The basic sizes, styles, all colours, etc. Are on display and

Mr Madhusudan too packs the lingerie in a plastic bag with that has the company's label on it. "Many customers also get their own jute bag and people who are travelling abroad ask us to get rid

of the boxes for weight reasons," he states.

Packaging in lingerie it seems has changed through time and the big stores prefer putting it on display for their customers to see and feel it.

However, how it is wrapped at the checkout counter may differ from an EBO to an LFS. Some may give a packed product while others may simply wrap it in tissue and put it in a bag. Also, there are no set rules or laws about displaying lingerie and it seems that the packaging seems to attract the customer to at least have a look at the product even if they do not actually buy it, while also getting information and updating their knowledge about lingerie. 📌

**“ Packaging plays a vital role in attracting customers and gives a sense of brand. And yes, packaging does drive sales as well, as after trial most customers ask for a fresh packed piece and also people are still a little embarrassed to carry lingerie.**

**-Spokesperson at Mr Dipankar Datta ”**

products are put on walls with hangers. Its an open display and the stock is kept in packs in the store room. This way, it's easier to give the lingerie for trial to the customers."

Mr Dipankar packs the lingerie in a good quality plastic bag, which is not transparent and he says that sometimes customers do ask them to get rid of the boxes and even refuse the plastic bag, instead keep it in another shopping bag.







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# BUSINESS BEAT

*Business Beat, a column we have started to whet your appetite in gaining solid information of what is happening in the business of lingerie or the news that will have direct impact on this industry.*

*Give us your honest feedback so we can track more incisive stories by giving you the juice and cutting the flab, just bringing to you the pertinent points in a very concise manner.*

## Shoppers Stop adopts omni-channel strategy

Shoppers Stop, the brick and mortar store, is all set to grow its business through a mix of online platform and offline stores. With this omni-channel strategy, it aims to become completely debt-free by the end of the financial year.

Now, the company, stated, it will make substantial and focussed investments to adopt new technologies and infrastructure for this omni-channel approach it has decided to implement for business growth. The company had exited non-core businesses in 2017 by selling its stakes in Hypercity Retail, Timezone Entertainment Pvt Ltd and Nuance Group (India) Pvt. Ltd.—its duty-free airport retailing joint venture.

The company's annual report for 2017-18 stated that it believes that the exits (divestment) will help them focus properly on considerably growing its basic businesses while also changing its balance sheet greatly and hence increasing the share holder value. Moreover, the report mentioned that this year, Shoppers Stop will focus on making its ecommerce presence stronger so that it can enhance the investments it has made for over the past three years to increase over 100 per cent sales growth. It will also help to create a flawless experience across online and offline. This would in turn help in augmenting digitally-influenced store sales, adoption of digital channels by store customers also to leverage its partnership with Amazon. The company also believes that more people will discover Shoppers Stop via its digital platforms.

In 2017, on preferential basis, the company raised INR 179.25 crore from ecommerce major, Amazon, globally, by issuing equity shares that amounted to five per cent stake. Now, Shoppers Stop has an exclusive store on Amazon that lists the company's portfolio of more than 400 brands.

According to the company the alliance with Amazon.in will help boost the growth of their omni-channel business

that would help them achieve their target of 10 per cent of total sales from digital touch-points, faster than anticipated.

## The online retail market of the country worth \$50 billion, waiting to be explored

India's online retail market is seeing a huge upswing as a result of the country's high internet penetration, with an approximately 390 million internet users. This is largely due to the extremely low data prices, which was \$0.17 per GB in 2017. In 2017, the Indian online shopper, on an average spent \$224; this is less than a tenth of what the average online user spends in the US, which was \$2,237, in the same year.

India's online retail market is worth \$50 billion, which is waiting to be explored, as per a joint report by Bain and Company, Google and Omidyar Network. Online retail sales in India were \$20 billion in 2017, which was nothing compared to the US (\$459 billion) and China (\$935 billion). However, India's online spending was the highest amongst major economies. In 2017, online retail in India clocked \$20 billion in sales. While this paled in comparison to the US (\$459 billion) and China (\$935 billion), India exhibited the highest growth in online spending among major economies. India's growth though, was five times higher at a CAGR of 70 per cent, while online sales of US compound annual growth rate (CAGR) was 14 per cent in the five years in 2017. However, India's online retail market at just two per cent of overall retail, which is certainly at a lower base than in the US or China. The penetration is so low that the market is set to grow at a higher pace for quite some time in the future. Also, out of the 390 million active online users in the country, only 40 per cent (160 million) did online transactions. About 90 percent (140 million) out of these came from relatively affluent backgrounds implying that online retail is still not a mass phenomenon in India.





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## The hike in customs duties on apparels is a positive move, says CMAI

The government's announcement of hike in customs duties for some apparel products has been welcomed by Indian manufacturers of apparels. The announcement made on 7th August 2018, which states that the customs duties for a large number of apparels and carpets products has doubled, said Mr Rahul Mehta, President, The Clothing Manufacturers Association of India (CMAI). The Hon'ble Minister of Textiles, Smt Smriti Irani was thanked by Mr Mehta, for accepting the industry's recommendations, which would bring relief to the domestic apparel industry, encourage domestic manufacturing and boost job creation as well. The government recently hiked the customs duties on 328 textile products to 20 per cent in a move to promote domestic manufacturing under the Make in India initiative. Hence, imported innerwear pyjamas, track suits, baby garments, and swimwear would now cost more. Basic customs duties have also been increased on woollens, shawls carpets, textile floorings, dressing gowns, druggets, ensemble of silk and artificial fibre. A notification was tabled by Minister of State for Finance, Pon Radhakrishnan in the Lok Sabha regarding the list of textile products on which the duties would be hiked. The Central Board of indirect Taxes and Custom (CBIC) notified about the list. Besides boosting the domestic apparels manufacturing, this move will also help create jobs in this segment that has around 10.5 crore employees currently. After agriculture, India's textile industry is the second largest job provider. Besides, the industry has around 15 per cent of the country's exports totally, which makes it the second largest exporter in the world, after China. No doubt the 'Make in India' initiative will get a boost with this move according to the textiles industry as imports of these products has increased greatly in one year post GST. The government's move also seeks to protect Indian manufacturers from suffering due to a bitter Sino-US trade war. Recently, India quietly raised import duty on over 50 textile products; however, this move is much greater than that. Also, India's apprehension is quite genuine as it fears that blocked by Americans, China may usurp India's market with cheap products, which would in turn destroy the country's domestic market. However, Sri Lanka, Bangladesh and Vietnam, who have quite favourable trade treaties with India, which includes Free Trade Agreements (FTAs) and benefits from other pacts are making it tough for India. Moreover, China was evading duties and was indirectly exporting its products

through Vietnam, Sri Lanka and Bangladesh by upgrading its products a little. Now, the tariff wall will compel it to use this escape route to get access to the market. The government needs to look into this and also should take steps to make the country's textile industry competitive.

Now, Mr Mehta stated that there had been almost 100 per cent rise in imports of apparel products to the country and this has only been growing. So, the rise in duties is likely to halt this situation partially while also saving jobs in the sector. However, he said that certain provisions and stipulations may hamper the actual benefits to the domestic sector. The customs duties on imports of most apparel products into the country are applied on a 'Dual Basis', which is the stipulated Ad Valorem Duty or Specific Duty, depending on whichever is higher, said Mr Mehta. The government has not hiked any specific duties while hiking the customs duties. There are many such elements, yet the CMAI is appreciative about the government's move for taking the step of hiking the customs duties on a number of apparel products.

## India's huge trade deficit with China worries CITI

India's huge trade deficit with China is quite worrisome according to the Confederation of Indian Textile Industry (CITI). In 2016-17, India's trade deficit with China was \$51.1 billion, which has gone up to \$62.9 billion in 2017-18. In 2017-18, India's bilateral trade with China was \$89.6 billion.

In 2017-18, about \$1,362 million worth of textile and apparel products were exported by India to China, whereas, imports to India of textile and apparel products from China were \$ 2,905 million, which indicated US \$1,543 million of trade deficit. India was a net exporter of textile and apparel products to China during 2010-11 to 2013-14. India's trade deficit with China, though, has constantly been on the rise after this.

Cotton based textiles such as yarn, fabric and made-ups are some of the few items in which India is more competitive than China, according to Mr Sanjay Jain, CITI. He added that duty-free access to the Chinese market is enjoyed by India's competing countries such as Indonesia, Pakistan, Vietnam, and Cambodia. Indian products meanwhile have a 3.5 per cent, 10 per cent and 14 per cent duty on yarn, fabric and made-ups respectively, he stated. Though India was a market leader in cotton yarn, it lost about 50 per cent of the market to Vietnam over the last three years that resulted in an excess capacity in the system, said Mr Jain.



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Vietnam's exports of cotton yarn to China have gone up by about 88 per cent from 2013 to 2017, while India's exports have dipped by 53 per cent in the same period. Besides, the profit margins in the cotton textiles industry are quite slim, i.e., in single digit only. Hence, the sector is quite sensitive to small changes as well. Thus, if India gets a level playing field just like its competitors, it will be able to double its exports while also decreasing trade deficit with China, said Mr Jain. CITI has requested the Indian government to push negotiations with China that would give duty-free access to cotton textiles from India.

## HanesBrands recognised as one of the most highly regarded companies

**H**anesBrands, a socially responsible manufacturer and marketer of leading everyday basic apparel, as one of the most-admired companies in Central America and the Caribbean by Forbes magazine. Hanes is the only apparel company included in the region's inaugural ranking. To identify and select the 30 most-admired companies, Forbes conducted a survey with stakeholders, students and consumers in seven countries. The survey evaluated company attributes, including brand value; reputation; quality of products and services; environmental commitment; innovation; corporate image; female inclusion; local and global presence; and social responsibility. Unlike most companies in the apparel industry, Hanes primarily manufactures its garments in company-owned plants in 20 countries across the globe, including in the Dominican Republic, El Salvador, Honduras, and Puerto Rico. The company's supply chain operations have earned multiple awards and international acclaim, including:

- Being named one of the 25 best multinational companies to work for in Latin America by the Great Place to Work Institute in 2015—the first such ranking for any apparel manufacturer.
- Earning the Honduran Foundation for Corporate Social Responsibility Seal for eight consecutive years and the Mexican Center for Philanthropy Award five times for socially responsible practices and programmes.
- Receiving a 2016 Responsible Business Award for best employee engagement from The Ethical Corporation. Hanes' innovative Viviendo Verde (Green for Good) philanthropic program, which operates in Central America and the Dominican Republic, mobilises three of Hanes' corporate social responsibility pillars—environmental commitment, employee volunteerism and community improvement.

The programme utilises savings from energy-management and landfill-diversion efforts to fund community projects focused on education, health, environmental protection and disaster relief that are conducted by employee volunteers. Since 2010, more than 15,000 Hanes employees have donated 600,000 hours to complete 70 projects supported by \$4 million in company funding. Projects have included school and hospital refurbishments, medical clinics, clean water projects, tree plantings and beach cleanups.

## Gujarat government set to unveil its new textile policy

In this dog eat dog world, as the competition is increasing from Maharashtra, Andhra Pradesh and Telangana, for investment in the textile sector, the Gujarat government is set to unveil its new textile policy by the end of August.

The state government, through the new policy, aims to attract INR 1 lakh crore in investment and create 10 lakh jobs in the textile industry over the next five years. The current textile policy, announced in 2012, will expire this September.

A task force has been assigned to study incentives offered under the textile policies of other states. The task force is expected to submit its final report and proposed draft policy soon.

They may replicate many of the schemes given the geographical and industrial similarities between Gujarat and these states. The state government is also actively considering reducing power tariffs, as demanded by the textile industry. The state recently declared it would reimburse state goods and services tax (SGST) to the textile industry.

The reimbursement will be given in lieu of sops given to the sector under the earlier value added tax (VAT) regime. Meanwhile, it has been approved in principle that all the schemes under the textile policy of 2012 will be continued in the new policy as well.

## Chinese fabric in Bangla apparel...government may enforce strict norms on garment imports

**T**he government is considering a proposal to tighten rules on the origin of imported garments amid warnings by the industry that Bangladesh, which enjoys duty-free access to the Indian market is buying cheap fabrics from China in large volumes and dumping garments made out of them here. The textile and





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garment industry has represented to the Ministries of Commerce and Textiles to make it mandatory for Bangladesh under the South Asian Free Trade Area (Safta) agreement to use either their own or Indian yarn and fabric in their garments to be able to supply to India at zero duty.

Senior textile and garment industry executives have now cautioned that the move to double import duties on close to 400 products to 20 per cent could fail to yield desired results, unless the rules of origin are made more stringent under the Safta agreement.

As such, India's garment imports from Bangladesh jumped 44% to \$201 million last fiscal from a year before and 80% in the first two months of 2018-19, despite the fact that India is a large manufacturer of apparel. The rise in imports comes at a time when India's own garment exports have been dropping month after month since October 2017.

Consequently, despite a relatively good performance by certain textile segments, India's overall textile, garment and allied product exports eased 0.5 per cent in the first quarter of this fiscal to \$9.31 billion. On the other hand, imports of textiles and garments rose 6 per cent to \$1.7 billion in the first quarter.

Since Bangladesh is converting Chinese fabric to garments, they are able to show as much as 100 per cent value addition and thus qualify for the duty-free access.

India will not be alone if it does tighten the rules. The US has imposed sourcing restriction under the North American Free Trade Agreement for accepting duty-free imports of garments from Mexico and others. Even under the Trans-Pacific Partnership (TPP), the US (which has pulled out of the pact now) had kept such restriction for members including Vietnam. India had permitted imports of readymade garments up to 8 million pieces a year from Bangladesh at zero duty in 2006. The cap was, however, lifted in 2010.

## Delta Galil's 22nd license agreement

Delta Galil will be the 22nd license agreement Ted Baker and is (including but not exclusive to fragrance, homewares and tailoring), additionally advance building onto its product categories and commitment to being a global British lifestyle brand. The underwear and loungewear collections will be available from Spring 2019 at Ted Baker stores worldwide, selected retailers and on its website. They're delighted to collaborate with Delta Galil as Ted's exclusive underwear and loungewear

partner and excited to introduce the collection to all markets and work together closely to develop the products. British lifestyle brand Ted Baker has signed an exclusive new licensing agreement with Israeli's Delta Galil Industries, a leading manufacturer and marketer of branded and private label apparel products for men, women and children.

Ted Baker is well known for its high-quality fabrics and distinctive designs, and they are very excited to partner with the brand and expand it into new categories. This partnership represents a significant opportunity for Delta Galil to grow its global portfolio of premium brands, as Ted Baker's elevated apparel resonates with men across the world.

The new five-year agreement will permit Delta Galil to develop, produce and distribute men's underwear, loungewear and thermal wear for Ted Baker exclusively worldwide.

Launching in Spring/Summer 2019, the full collection will include a range of men's underwear, thermal base layers, pyjama sets, and loungewear.

## Indian exporters operate from Ethiopia

Ethiopia is beckoning garment exporters from India. A combination of factors seems to be attracting exporters to Ethiopia. The country provides all the infrastructure with plug and play facilities, subsidised electricity and infrastructure. The labour is cheap and significantly Ethiopia enjoys duty-free export access to both Europe and the US, two major markets for garments. From Ethiopia exporters can ship garments without duty to these two major markets.

Indian exporters have suffered heavily due to competition from Bangladesh and Sri Lanka, which enjoy duty-free access to Europe. Ethiopia is specially attractive to garment exporters from Tirupur, the knitwear hub of India, as they struggle to cope with GST and withdrawal of export incentives. SCM Garments, based in Tirupur, has opened a garment unit in Ethiopia with 500 machines and 750 workers.

Tirupur, which accounts for 46 per cent of the total knitwear garment exports, saw its exports decline by eight per cent 2017-18. The first quarter of this year saw a negative growth of 14 per cent. The hope is for a better second quarter. Some of the big textile and garment manufacturers that have gone to the African country in recent times include Raymond and Arvind.



# Garment Technology Upgrade

## 'Garment with gills' breathable concepts in underwear

A breathable garment has been designed for underwater wear and it has futurists thinking along the lines of a wearable that we actually may need for daily tasks. To what extent would this clothing come in handy if sea levels rise up?

Royal College of Art graduate Jun Kamei has built a working prototype of Amphibio. This is not a fun item for the next Paris runway. Breathable underwater garments could be tomorrow's functional wearable gill.

By 2100, a temperature rise of 3.2 degrees is predicted to happen, causing a sea level rise affecting more than 30% of the global population and submerging the mega cities situated in the coastal areas.

Jun Kamei developed as a wearable that you put on in order to breathe underwater. Kamei is a Royal College of Art graduate described himself as "a Biomimicry designer with experience in material science research and product design. Kamei created the gill after studying the bodies of diving insects. Their skin is super hydrophobic, repelling



water so greatly that it creates a tiny oxygen barrier between them and the water. This barrier not only keeps them dry, it also acts as a gas exchange, allowing oxygen dissolved in the water to be filtered out, into their bodies."

So, the garment behaves as gills. The garment has two parts, mask, covering nose and mouth, and gill wearable. The microscopic pores in the material allow air to pass through, but stop any water from penetrating it.

## A great future for smart textiles and wearable electronics

New possibilities have opened up for smart textiles and wearable electronics as researchers have incorporated washable, stretchable and breathable electronic circuits into fabrics. Made with cheap, safe and environmentally friendly inks, the circuits were printed with conventional inkjet printing techniques. Graphene, a two-dimensional form of carbon, can be directly printed onto fabric to produce integrated electronic circuits. These are comfortable to wear and can survive up to 20 cycles in a typical washing machine. The researchers from the University of Cambridge, working with colleagues in Italy and China demonstrated this discovery.

These new textile electronics devices are produced by standard processing techniques and are based on low-cost, sustainable and scalable inkjet printing of inks. The team designed low-boiling point inks, which were directly printed onto polyester fabric. This was based on earlier work on the formulation of graphene inks for printed electronics. Besides, modifying the roughness of the fabric improved the performance of the printed devices as well, it was discovered. all-printed integrated electronic circuits combining active and passive components could be designed due to the versatility of the process along with

single transistors. Currently, rigid electronic components mounted on plastic, rubber or textiles is used in most wearable electronic devices that are available. Most often these get damaged when washed, are uncomfortable to wear as they are not breathable and offer limited compatibility with the skin.

Dr Felice Torrisi of the Cambridge Graphene Centre, the paper's senior author said, "Other inks for printed electronics normally require toxic solvents and are not suitable to be worn, whereas our inks are both cheap, safe and environmentally-friendly, and can be combined to create electronic circuits by simply printing different two-dimensional materials on the fabric." This discovery has led to numerous commercial opportunities for two-dimensional material inks. This ranges from wearable energy harvesting and storage, personal health and well-being technology, wearable computing and fashion, to military garments. Besides, new technical advances in the smart textiles industry are focussing on the use of graphene and other related 2D material (GRM) inks to create electronic components and devices integrated into fabrics and innovative textiles.

## ***Latest technology used by Japanese retailer to offer custom-fit clothing***

ZOZO, the Japanese retailer, which is expanding reaching 72 countries, may show that combining consumer-centric thinking with innovative technology is the end of standardised sizing in fashion. The experience of buying clothing that fits to perfection has remained somehow frustrating even though the industry is moving rapidly towards more personalised products. This is also partially though, as keeping in with today's fast-changing fashion scenario and consumer demand, clothes are mass produced following the same design pattern.

Besides, fashion brands are able to cut the costs of their production by using the same shape for all existing sizes. Moreover, the capacity of fashion brands to create clothes with a perfect fit for all body types is reduced with the existing technology.

Now, ZOZOTOWN, the largest online fashion retailer in Japan, which has launched its own fashion brand, ZOZO is getting rid of this standard apparel sizing, in the shape of the ZOZOSUIT by using this revolutionary technology. The brand makes custom-fit clothing possible for all in two simple steps, to solve the issue of standardised sizing. Firstly, the buyer has to wear the ZOZOSUIT, an at-home

measurement smart garment, which allows precise measuring of the body. And secondly, the ZOZO app collects and sends the precise measurements to the brand via the use of human-centric approach to pattern making. Hence, the brand is able to create clothing in the shape and size of each individual customer.

About 300 to 400 unique dots to measure your body

through the ZOZO app, which is how the ZOZOSUIT functions. The customer uses their smart phone's camera to take 12 photos, which finally results in a three-dimensional view of the customer's body shape.

the entire measuring session is straightforward and easy to achieve with the help of the app's audio-guided process.



After donning the bodysuit, placing the smartphone on the stand provided, the measuring process begins. Three minutes is all it takes to complete the process and you can see a complete 3D render of your body on your phone. Now, an exact fit clothing can be ordered from the brand's website. You are even allowed extra customisations to meet all your preferences.

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## ***Technology to track, reward wearers, by Tommy Hilfiger***

Wearer's locations can now be tracked and they would be awarded for choosing Tommy Hilfiger. This is the crux of the fashion designer's new line of clothing, Xplore. The range includes sweatshirts, hoodies and T-shirts that all have Bluetooth smart chip embedded in the tag. An app is used to pair the clothes, which then, will track where the clothes are worn and the user will be rewarded with points that can be used to get concert tickets or other merchandise. This range was available on the brand's website and at their flagship store in New York. The line will also include hats, bags,

jackets, and jeans and apart from tracking the time the wearer use the item, the brand is also looking at issuing challenges and telling users to wear the garment at specific locations.

However, Tommy Hilfiger has stated that they would not gather any customer information and only collect information about the usage of the products. Besides, customers can even opt out of using the chip by turning it off, if they wish.



## ***Sports and leisurewear to be combined with raschel knitting***

The fashion trend of blending sportswear and leisurewear is being explored by Karl Mayer as it's trying to use

a lace raschel machine to create a brand new kind of fabric for apparels. The new textile innovation, known under the trade name, 'Leisuree Fashion' is based on the MJ 52/1 S. Stretch and non-stretch all-over lace and tapes, light and elegant

lace creations that cater to the trend of Chantilly lace, all these can be produced by this multibar jacquard raschel machine. Also, fresh products that fall between complex sportswear fabrics and classic lingerie lace can also be produced by this new raschel machine.

The versatility of the machine depends on the configuration of the guide bars on it. The MJ models have one jacquard bar and three ground guide bars to process elastane optionally, where one works the stitches. Earlier there was little demand in the volume-oriented market for knitting elastane in the grounds, though it was not new; this also meant that the yarn feed needed to be modified. During the course of processing trials, Valentina Krel, who is with Karl Mayer in their textile product development department, discovered that currently, lightweight elastane can't be processed as it is not strong enough. Very high quality yarn used to process elastane matters in the ground and pattern bars needs knitting trials further to be carried out to fully utilise the speed potential of the machine.

Krel said that if their expectations of trials were met they will greatly enhance their product development in the Leisuree Fashion segment. She said that their customers had already shown interest in this and currently they were working on customer trials that involve production of pre-made-up items directly on the machine. The textile product innovations in the Leisuree Fashion sector have been

greatly promising according to Karl Mayer and an unusual, stretch fabric for shapewear brands was being

produced on an MJ 52/1 S at one of the company's 80th anniversary celebrations. This fabric was more feminine than regular fabrics and was lighter; it created opaque and transparent effects and its relief-like superimposed



designer it appeared like lace.

Also, on the MJ 52/1 S, they were also producing a dense fabric with a light, two-way-stretch ground produced by the jacquard bar and the stitch-forming ground bar at the rear.

Karl Mayer said that the boundaries between the different types of clothing are being increasingly broken down in the fashion world, adding that business for textile companies was being generated by garments that featured an unusual hybrid mix of styles, and these are usually attractive on the street while keeping machine developers busy. Besides, the product machines have to be very flexible, and Karl Mayer's Leisuree Fashion was just that.



# Lingerie 2018 trends...

## the HARNESS BACK BRA

We often wonder 'How do I wear a harness bra?' The straps on these ones meet in the middle that adds unexpected interest to an otherwise purely functional part of the bra. Often embellished with lace, they are perfectly worn under racer-back vests. Inspired by the gothic trends but available in demure styles this season is the perfect time to show off your naughty side and there's something especially alluring about wearing a statement bra. The latest intimates trend is the harness bra; strappy, sexy and sultry. With different bras to choose from, there's no lack of inspiration present and the edgy vibe of the harness bra sets off all the super sweet styles. Here's more on this exotic bra...





## Style

**H**arness bras are available in innumerable colours.

They look fantastic under low cut shirts and tops, under sheer tops, around swimwear, bikinis, and as an accessory on holiday or any night or day out. We have compiled a collection of images to help you with styling ideas.

### A wide variety

With a variety of styles, from sheer mesh to satin underwire, there really is a bra to fit everyone. Don a statement bra under a loose sweater or cardigan to show just

enough and keep just enough to the imagination, or pair some extravagant lingerie with a little black dress to create the ultimate night look. Pair an ultra-strappy bra with a low-back dress for the perfect peek-a-boo effect. Whether you're naughty or nice, it's always fun to play with things that feel a little bit sexier.

### Peek-a-boo

If you aren't ready to commit to the BDSM-inspired style, try a low-key harness. To show off with your everyday style, opt for



a low scoop-neck shirt that will make the straps visible, or rock it under a mesh see-through body suit or you can wear an unbuttoned white shirt with a slouchy pair of jeans and the bra peeking from underneath.

### Sexy summers

With a more halter top feel, this cage bralette will look great under a slouchy sweater. For a more summer feel you can wear a harness bra underneath a low front and back neck floral or printed flare loose sleeveless dress for that gorgeous Coachella summer vibe.

For subtle sex appeal go for a harness bra with thin straps. Pair it with a leather skirt or dark wash jeans and you'll be a style perfectionist. Let us know what you think about this trend. 📌





What is the new face of futuristic fashion? The trend predicts an adaptation to sustainability and stylish comfort. Dollar products have today gone beyond the boundaries of the country and the lucrative export market beckons. Having consolidated its position in the Gulf countries the company is now aggressively looking at the rest of the world with collections that promise to redefine evolution. It is the vitality of the brand that will make the decisive difference and brands have to evolve so as to suit changing tastes, times and tempos. Discussions have begun with the country's leading fashion designers who promise to take the brand to new heights. Dollar Industries Ltd., is today ready to fashion a new tomorrow for the innerwear market.





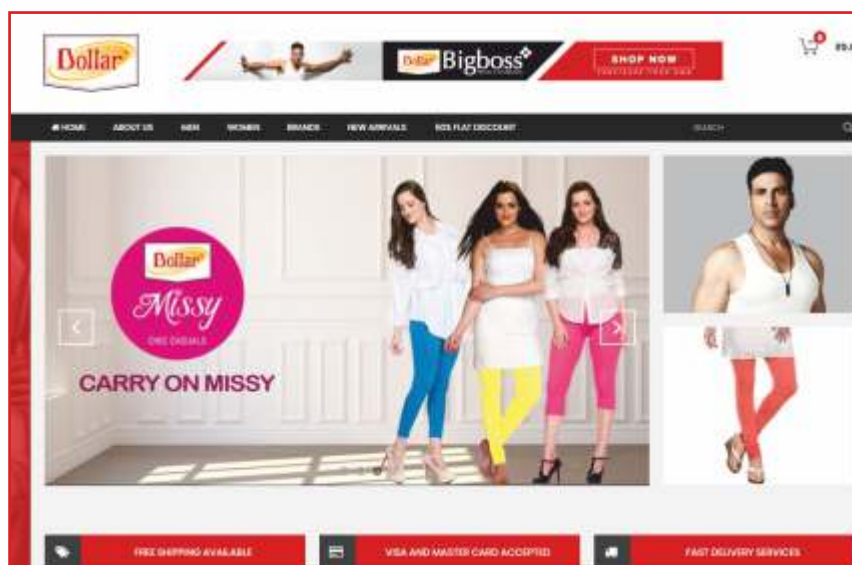
## Reviewing the website

This business artfully uses a red shade on the main home page to bring attention to the logo and an even darker shade of red points of interest on the page. This site also uses hints of a darker black background and a white background in the product category. Bright red shades are definitely attention-grabbing as well as up-to-the minute colours. And when these come together in a combination, they can give a very clean appearance of professionalism and modernity. Grey, black and white text brings enough contrast into the page so that everything is legible and not too harsh to read.

Some businesses desist from using a

and UI negatively, which in turn affects the conversion ratio of the website as well as its credibility. At the dollarshoppe web store, large to medium size images in square containers have been used to draw in customers to the products.

As soon as you log onto the website the landing page focuses on the contextual use of large images rather than text, to make its point. Product visibility is gratifying. You can filter our choices and shop for the product you want directly by limiting the choices on the page by selecting price, colour, occasion, brand, fabric, categories, pattern, style, and size. Once you have selected a product you can either add the product directly to the cart, quick shop or add to compare. Once you



lot of black for their website, but it seems this brand has effectively used white and red to bring a dash of colour while still retaining a dark tone. The logo contrasts perfectly due to the bold, large letters like the white background with red text on the centre and yellow contrast design.

However, if you are a designer and believe that any image would work on the website, think again. For, you are designing a website for extremely discerning and mature internet users who can easily spot a common stock image and get easily put off by low-quality and irrelevant pictures. A bad choice of an image can completely ruin the website as it impacts the UX

have added the product to your cart on the left bottom page a pink tab appears showcasing the amount of products added to the cart. There is a tab on the right corner of the bottom page where you can checkout. You will be given two options to checkout as a guest or register. A standard shipping address form needs to be filled out and your purchase is made.

A list of product categories is also featured on the website. Special deals and new

arrivals are featured too, which are good to coax the common web surfers to buy. The following categories on the top menu are—Home, About Us, Men, Women, and Brands. Brands: Bigboss, Force GoWear, Ultra, and Missy. Products for Men: Force GoWear, Ultra, Vest, Brief, Trunk, Bermuda, Capree, COLLECTIONS, Track Pant, T-Shirt, Gym Vest, and Thermal wear.

Products for Women: collections - Racer Back Tees, Ankle Length, Capri, Crew Neck Tees, Lounge Pant, V Neck Tees, Relaxed Trouser, Relaxed Capri, collections, Leggings Curidar, Winter Leggings, Camisole, Bikni, Cycling Shorts, Knit Shorts, and Printed Pajama.

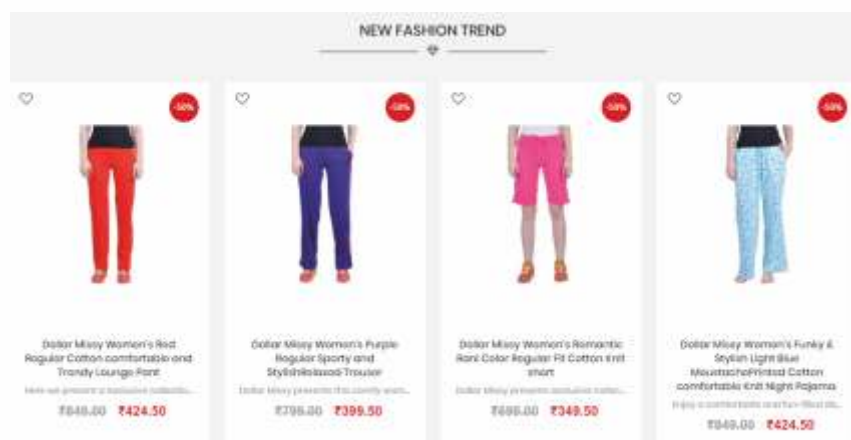
**In conversation with Vinod Kumar Gupta, Executive Managing Director, Dollar Industries Limited.**

**How did you come up with the idea for selling innerwear online?**

V.G: The online channel has paved its way for the



**Vinod Kumar Gupta**  
Executive Managing Director,  
Dollar Industries Limited



customers to shop anywhere in the world with wide varieties, within a click. As life has now become too busy, people always prefer to order things while sitting at home, which saves a lot of time. Customers can get the product at their door-step with easy to return and refund facilities. Selling innerwear online is difficult; people usually prefer to buy products from the brick-and-mortar outlets.

#### How much time did it take to build the platform? What is the size of your team currently?

**V.G:** We have launched our e-commerce retailing section three years ago.

#### Could you describe your brand's aesthetic and website design?

**V.G:** Dollar Bigboss utilises imagery of the contemporary catch phrase, 'Fit hai Boss', which encourages each and everyone to be fit and passionate. The idea is to create a brand connect with the youth and position Dollar as a versatile platform in the hosiery sector that has something to offer to everyone. Whereas, the women's segment, Dollar Missy, represents today's

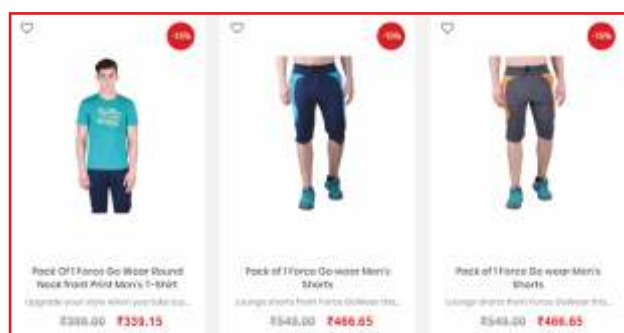


elegant and vivacious woman who takes on the world, beaming with confidence. Dollar has successfully created a brand reputation as one of the primary choices for the hosiery sector. Dollar e-commerce website: [www.dollarshoppe.in](http://www.dollarshoppe.in) and [www.shopnxt.in](http://www.shopnxt.in) are designed as per the convenience of the customer and have a trendy look. We keep updating

our site with updated trends.

#### What is the demography of your buyers?

**V.G:** Most of our online buyers are from Tier I and Tier II cities.



#### What is the size of the market that you are looking at capturing?

**V.G:** We are planning to capture every fashion related e-tail site where all our products will be available along with our own e-commerce site.

#### How has the response been since the website's inception? What challenges do you face while marketing products online?

**V.G:** We have increased our presence in e-commerce and among online retailers in the country. Two per cent of our total sales come from our e-retailing department. It actually depends upon the type of products consumers are purchasing. Yes, the purchasing of products from traditional market is continuing since years but with the evolution of recent online trends, the knitwear sector is getting satisfying response from online buyers. However, in case of the innerwear segment, people usually prefer to buy products from the brick-and-mortar outlets. They are more comfortable in examining the product quality and size, physically in this segment.

#### How do you address fit issues when it comes to online shopping?

**V.G:** For every product, an appropriate size chart has been given so that customers won't face any fittings problem.

#### What are the difficulties you face when your products are returned?

**V.G:** We have an organised system; if any products are returned, we provide better products to that customer or else return the money.

#### Which marketplaces or online platforms do you sell on? Which do you prefer best and why? Does the return policy play a part in your choice of the platform?

**V.G:** Apart from [www.dollarshoppe.in](http://www.dollarshoppe.in) and [www.shopnxt.in](http://www.shopnxt.in), which are our own e-commerce platforms, products of Dollar and Force NXT are available on shopclues, amazon, flipkart, snapdeal, myntra, ebay, voonik, one97, cloutail, and limeroad. 📌





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## eBay looks at fresh options in India after exiting Flipkart

Following Flipkart's Walmart deal, eBay, which is exiting Flipkart is looking at fresh bid in India and is in talks with etailers including ShopClues. Sources stated that these talks could result in eBay acquiring ShopClues.

However, eBay stated that it was planning on re-launching in India for cross-border trade play and refused to say anything about strategic options.

On its part, Flipkart has stated that it would stop using eBay and is planning to set up its own platform for revamped products. Flipkart had acquired eBay.in when it raised a round of \$1.4 million from the ecommerce platform, Microsoft and Tencent, in 2017. At that time, eBay had invested \$500 million in Flipkart and will leave it with \$1.1 billion.



Flipkart CEO, Kalyan Krishnamurthy, in a mail to employees, stated that the company is set to stop all customer transactions with the ecommerce platform from 14th August and use a new platform for revamped goods. Sources say, in recent times, ShopClues has had talks with several ecommerce companies for a potential sale. Recently, it has raised a \$10 million bridge round from exiting investors as well as new round from Singapore's GIC.

However, ShopClues did not want to comment on speculations and co-founder Radhika Ghai dismissed speculations about ShopClues' talks with Rakuten, the Japanese ecommerce company.

ShopClues' has also recently acquired another \$1 million dollars from its US-based parent company. It also witnessed an increase in revenues by 45 per cent to INR 275 crore in 2017-18, while the losses dropped to INR 208 crore. eBay started operations through the acquisition of News Corp-backed Bazee.com when it entered the Indian market in 2004. However, it struggled to make a mark as the market was dominated by Amazon India and Flipkart. At the time the Flipkart merger was announced, eBay India had a base of four million buyers.

A spokesperson for eBay stated that the company was planning to relaunch it in the country with a differentiated offer where they would be initially focussing on cross-border trade opportunity. The spokesperson also added that eBay believed that there was tremendous growth potential for etailers in India and there was a significant opportunity for several players to be successful in the country's diverse market.

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## La Perla expands its omni-channel business in India

The very stylish and luxe lingerie brand Lingerie brand is all set to spread its presence pan India through an exclusive e-commerce platform, men's innerwear line as well as expanding its already existing shot-at-home facility. **Sapna Shehrawat, CEO La Perla**, is at present overlooking at operations of the exclusive e-commerce platform in the country. The launch for this is scheduled for November and named, Laperla, the site will offer the brand's line of lingerie, loungewear, ready-to-wear and even accessories.

Besides, the brand's shop-at-home service will be extended to more locations. A men's

innerwear line by the brand is also set to be launched this year in the country; this includes underwear and loungewear. Founded by Ada Masotti in 1954 in Bologna, Italy, the business was initially starts as a corset manufacturer.

**Julia Haart** was appointed at La Perla's global Creative Director in May 2016. It also included overseeing the brand's ready-to-wear line.

Moreover, the brand is planning to adopt broader technology enhancements for consumers, which includes, a two-hour delivery service in the main cities, a 24-hour live chat with stylist and also a virtual fitting room for shoppers, which will also display the inventory of the customers' previous buys of the brand.

LA PERLA







## Etsy enters India's ecommerce space

Etsy, the US-based online platform for handcrafted products recently launched in India and aims to support local entrepreneurs to sell their unique products across the globe through their entry. Etsy has categories such as lifestyle, entertainment, fashion, and vintage collectibles currently.

There was a panel discussion in Delhi, where the New-York based company was launched. The discussion was on 'Digital Enablement of Creative Micro-Entrepreneurs', which saw participation by several luminaries of the country.

About 650,000 products have been listed on Etsy by Indian sellers, who have been using the ecommerce platform since a long time. Now, the company is set to employ various activities to recruit and assist new sellers (both offline and online), which includes offering listings incentives to all new sellers in the country.



Himanshu Wardhan, Managing Director, Etsy, India, in a press release mentioned that Etsy was geared with the passion and spirit of millions of creative business people.

Besides, the company is quite enthusiastic that they have a team in the country that would support the existing community and

help more creative businesspeople here to share their work across the globe through the ecommerce platform, stated the release. **Etsy generated \$3.25 billion in annual gross merchandise sales** last year, stated the press note further.

## Lingerie brand PrettySecrets ties up with Myntra

PrettySecrets, one of India's leading lingerie brands, recently entered an association with Myntra to augment their growth. The brand will associate with Myntra's Brand Accelerator Program through this tie up. Compared to the End of Reason Sale on Myntra last year, PrettySecrets has witnessed a month on month growth of more than 80 per cent this year on Myntra. **The brand has grown by 110 per cent this year** and seen sales of almost **INR 4 crore in June on Myntra itself**.

According to a press release from PrettySecrets, today's contemporary woman looks for style and fashion in her lingerie, which is also high on quality, is functional and also cost effective. And the brand adheres to all these values. the lingerie brand has also got increased visibility due to complimentary access to Myntra's visibility tools, for e.g., their banners, brand days, and more through the Myntra Accelerator Program. These promotions by Myntra reach out to more than 50 million unique customers.

Besides, the association of the machine learning tools of both the brands is sure to help make the customer analytics capabilities stronger and also increase the sales through

rates for PrettySecrets on the e-commerce platform.

The CEO and founder of PrettySecrets stated that the overall online marketplace distribution channels for the brand has seen a growth of 70 per cent through 2017 and has met the growth rate of INR 3 crore. This is one-third of the total brand revenue. According to him, this collaboration has already

garnered a high recognition and growth for the brand in the offline space; he hopes that this association will further help the brand reach greater heights.



The Head Category, Business and Chief Strategy Officer at Myntra said that the vision of Brand Accelerator program at Myntra and Jabong aims at shaping emerging Indian fashion brands and taking them to the top 10 spot in the next three years, nationally, through unique customer propositions. She added that the success and

growth trajectory of PrettySecrets has aptly portrayed the momentum the programme give the brands. Besides, Myntra views the women's innerwear category quite positively and believes it has great potential in the future and it will continue to support the brand with marketing support via technology and deeper consumer insights as well, she added.



## Myntra to boost omnichannel partnerships with Pretr

Recently, Myntra acquired Mumbai-based omnichannel retail platform Pretr to boost its omnichannel partnerships. After Bangalore-based wearable devices start-up WitWorks this is Myntra's latest acquisition. Founded by Bhavik Jhaveri and Ankur Joshi in 2016, Pretr is a platform that attempts to seamlessly combine offline segments and brands online. Retailers have solutions for management, clientele, store analytics, etc., through Pretr's omnichannel suite that is aimed at India's and Middle East's foremost retailers.

Myntra stated that as it enters its next level of growth, omnichannel was the main priority for the company. The merger of Myntra and Pretr will enable a brand's customers who are on Myntra to have a unified view of the brand's inventory offline as well as online. Also, they will be able to avail of value-added services such as click and collect, delivery on the same day, exchange or return at the brand's stores. In turn, the brands would be able to increase their sales, improve the utilisation of inventory and also offers better customer experience overall.

Besides, the company stated, retailers will also benefit with Pretr's 'Endless Aisle' solution as it would increase footfalls at the retailers' offline stores as also improvise in-store

conversions.

**Ananya Tripathi, Chief Strategy Officer,** Myntra stated that omnichannel gives one view of the inventory and the customer, irrespective of the channel will offer the best of online and offline to the customer, which is the convenience of online coupled with the touch and feel experience of offline. Adding, she said that Myntra was looking to be leaders with this partnership as it would mean partnering with 50 strategic brands in the next year. This partnering would be across all their stores and would allow all Myntra's

private brand offline stores to offer the most differentiated and unique experience to the customers.



"Omnichannel - one view of inventory and one view of customer irrespective of the channel, will bring the best of offline and online world to

customers - the touch and feel experience of offline and the convenience of online. Through the partnership with Pretr, we are looking to be leaders in this by partnering with 50 strategic brands in the next 1 year across all their stores and enabling all the Myntra private brand offline stores to deliver the most unique and differentiated experience in the industry to customers," **Ananya Tripathi, Chief Strategy Officer,** Myntra, said in a statement.

## A solo show for Google as Flipkart investment plans fall apart

The e-commerce scene in India is quite thrilling...especially with news that Google was making a foray in this space with its plans to invest in Flipkart along with Walmart. However, these plans have fallen apart as the senior management at Flipkart feels that Google can be a potential rival and hence have rejected the investment. Flipkart believes that such an investment would give Google access to its database and in turn would help Google launch its own retail venture in India.

Moreover, there were reports that

Walmart was looking forward to this investment in Flipkart as it felt that Google would strengthen the online shopping ecosystem coupled with Google Speaker—the artificial intelligence powered speaker. This was basically to ward off the threat from Amazon that has Alexa-powered smart speakers—Echo as well as the internet-streaming services, Amazon Prime Video and Music.

However, a spokesperson from Google stated that all this was speculative as they've no plans as of yet to get Google Express here.







# BELLESA LINGERIE

be sexy at heart

Located at Korum Shopping Mall in Thane the lingerie store, Bellesa's entrance is that first contact with your personal space, your style, and your personality. Stylish and sleek looking, the lingerie shop is inviting as well as enchanting. Here's more on that...



## Store Review

The 480 sq ft Bellesa's front has a glass opening entrance which is modern and creates a pleasant environment for customers to have a sneak peak at the goods inside. When it comes to logo design, a brand's logo is its most important design element, because it is the visual representation of the brand and its values. Certain colours generate certain feelings; choosing the wrong one can speak to your potential customers in ways you may not have intended. The red Bellesa logo is whimsical and delivers a highly visible punch. It is a bold, energetic and lively colour that can symbolise strength, confidence and power. It has the ability to rev up desire, attracts attention and evokes strong emotions from viewers. The store's interiors are painted in the colour eggshell, which is soft yet inviting. The store bears clean floors and dust-free shelves and products; products are neatly stacked or hung—so, there's a sense of organisation rather than overwhelming chaos. Products are on display according to size, colour, design, and collection. The following brands are available at the store—Blush Lingerie, Oroblu, Anita Lingerie, Lida Lingerie, Shirley Of Hollywood, Andra, Couer Joie, Snelly, Amante, and GYMx. Women's



bras, knickers, corset slips, sports bras, plus size, nursing bras, lounge wear, babydolls, pyjama sets, homewear, sleepwear, leggings, tank tops, bodysuits, shapewear, and tops, men's leggings, stringers, and T-shirts comprise the wide range on offer.

There is enough elbow room to move about comfortably and have a look at the lingerie in-store. Sizing is frequently the No. 1 reason shoppers cite in their decision to shop in-store versus online, retailers can boost customer confidence, increase sales, and reduce returns by creating a comprehensive size chart because

there's nothing more frustrating for a customer than simply hoping something will fit and Bellesa lingerie provides that size chart for their customers. They have two experienced staff members who are dressed in black attire. Two spacious trial rooms are present for your changing needs; there's one cashier to check your items out and 14 bank EMI options available as well. Items purchased are returnable in exceptional cases where gifting is involved.

**LNL spoke to Mr Ketan Likhite, Director, Intima Trading Pvt Ltd. For more information and insight about Bellesa.**

**For people who've not yet heard of Bellesa, do tell us who are you and what is your brand all about?**

**K.L:** Bellesa is a one stop solution for international premium and super premium lingerie brands. This is a premium lingerie boutique for those women who only ever wanted to look as sexy as they felt within. It is our endeavour to find your perfect fit, both physically and stylistically. Our efforts are to bring world's best premium lingerie brand here and ensure that 'you deserve what you desire.' This venture is being undertaken by Intima





## Store Review



Trading Pvt. Ltd., which is a private limited company having its headquarters at Mumbai and operations spread all across the world. The company is promoted by people who are very knowledgeable about the fashion industry and are very passionate about the subject.

### What year was this store launched? Why was this area and city chosen?

**K.L:** Our store was launched in February 2018 at Korum Mall Thane. Thane city has a huge population, migrants from South Mumbai, an aspiring crowd and HNI (high net worth) individuals, which makes it the biggest destination for shopping. This is the only store in India at the moment

### Why did you name your store 'Bellesa'?

**K.L:** The word Bellesa lingerie is derived from the Catalan word 'Bellesa', meaning 'beautiful'. Thus, Bellesa lingerie is meant to signify the inner beauty of women and we aim to provide you with high end, contemporary and the most fashionable luxury lingerie.

### How would you describe the design of the store?

### Why is the décor of such fundamental importance to you as a brand?

**K.L:** This is different look from traditional lingerie store. The reason behind the design is our consumer is

niche and an international traveller. These layouts are seen internationally all across the globe. Our products are displayed and it's very easy for a consumer to choose her designs and

“

The word Bellesa lingerie is derived from the Catalan word 'Bellesa', meaning 'beautiful'. Thus, Bellesa lingerie is meant to signify the inner beauty of women...

”

patterns.

### What is your retail strategy? How did your customers react to the store's inception?

**K.L:** We are positioning as a premium store, keep on adding new designs, patterns, colours, and finally launching new international brands. The customers felt WOW and were very happy to see a variety of brands,

product designs, fabrics, and the intimate collections.

### How important is shop design in increasing sales? What aspects of retail design are the hardest to get right?

**K.L:** Store design plays an important role; being an MBO was very difficult to plan. The walk way and positioning of brands was based on customer segmentation for right set of customer to increase sales. There are many parameters in retail design and the hardest part is the final design and its execution to get it right.

### Would you ever sell Indian brands and why stick to only international brands?

**K.L:** We have just added the Indian brand, GYMx sportswear; and as of now it's 'no' to Indian brands but if 'yes' then, then it will be Enamor. There are many retail stores from traditional to EBO all across in mass retail and the organised sector. We want customers to see Bellesa as a one stop for international brands in India always with new designs and brands.

### Any plans for expansion and new stores?

**K.L:** Yes, we do have plans for expansion from one to five stores by 2020. 📍



# Beating The Chill With Thermal Wear

As people in India get more and more fashion conscious, the rise in thermal wear comes as no surprise. No doubt trendy overcoats and cardigans sell like hot cakes during winters but irresistible outerwear is pushing people to indulge in thermal wear with growing propensity as compared to sweaters and cardigans.



**Chromozome Men Charcoal Thermal T-shirt TH-01** – This thermal T-shirt in a ribbed knit, round neck, long sleeves with ribbed cuffs is priced at **INR 525**. Pair it with **Chromozome Men's Charcoal Thermal Long Johns TH-03** that are in ribbed knit, with an elasticised waistband, layered panelling at crotch, ribbed cuffs along hems and are priced at **INR 525**.

**Chromozome Grey Melange Trunks FL-2**- A pair of grey melange knitted trunks, has a contrast elasticated waistband with branding, contrast panelled detail on both the side seams with contrast taping and branding, panelled construction, contoured double-layered front, and stretchable leg openings. **INR 249**.



Chromozome Grey Melange Trunks FL-2





## Hanes Scoop-Neck Thermal Top -

Featuring a deep scoop neckline and all-over ribbed striped pattern, this flattering thermal top is tailor-made for cold weather and comes for **INR 449**. Pair it with Hanes' Cropped Thermal Leggings that feature an elasticised waist and has a cropped finish. These thermal leggings are apt when the temperature drops and come for **INR 459**.

## Hanes Women's Cotton Hipster Panty

(Pack of 3; colours may vary) – It is made out of 100 per cent Combed Cotton, Luxurious Combed Cotton Jersey Fabric for superior comfort. Pack of 3 Plain Panties (inner elastic), superior fabric-covered waistband provides a snug fit and leaves no marks, and Collection - Hanes Cotton Comfort, Style - Inner Elastic Hipster Panty, Style No - P178 PL. It is priced at **INR 232.20** – **INR 369.00**.



## Rupa - Angora – V/N/F/S Thermocot -

This champion thermal wear is your ideal companion during the winter months. Designed by using optimum quality fabric and advanced stitching machines this premium thermal product has a slim fit. This is highly effective in preventing the clothes from sweats and other secretions. It is priced at **INR 194**. Pair it with **Volcano Gents Trouser (Outer Elastic) Thermocot** that is synonymous with quality and durability, beat bone-chilling winters the fashionable way. Stay warm and stylish in the winters. This thermal wear comes for **INR 411**. Wear a **Hunk Brief by Rupa**, which is highly comfortable, has no synthetic texture, no tag never itches and is 100 per cent cotton.





Charcoal Melange  
Thermal Camisole for women



JOCKEY OFF WHITE  
THERMAL LEGGINGS

## Jockey - Charcoal Melange Thermal

### Camisole for women - Collection:

Thermal - NStyle: #2500 - Fabric Details: 56 per cent cotton, 21 per cent viscose, 23 per cent poly premium combed cotton rich Brushed Interlock fabric. It offers a snug, tailored fit, blind reinforced seams, extended length, side vents, low neck design and is priced at **INR 409.**

## Jockey Off-White Thermal Leggings

- Fabric Details: 56 per cent cotton, 21 per cent viscose, 23 per cent poly, premium combed cotton rich Brushed Interlock fabric. It is made of durable and soft fabric, has a covered waistband, a snug, tailored fit, blind reinforced seams, capri styling, and leg opening vents. These come for **INR 489.**

Wear a **Jockey White and Pink Moulded Cami Bra**, which is priced at **INR 399.**



Wear a Jockey White  
& Pink Moulded Cami Bra



Neva - Neva Velvete

**Neva - Neva Velvete** - This product comes with sueding technology, which gives warmth and softness, unlike normal thermal brands. It uses soft cotton rich fabric and employs extra brushing technique to give a feather-like softness to the user. This makes the thermal skin-friendly, light weight, stretchable and a perfect agent to give you a slim look. It is available in four lovable colours—Denim, Anthra, Mélange Grey, Off-white, and Black for men, women and kids. The price range is between **INR 219 – INR 699.**

Team it with **Neva MAXX Navy Trunks SR909**- Navy trunks with striped woven design, has an elasticated waistband and a double-layered front pouch. **INR194.**

**Neva Mod quilt** – This is India's first and only modal-based thermal and uses CMPS technology wherein polyfill is sandwiched between two layers of cotton modal. Its three-layered technology is perfectly equipped to fight against extreme cold. All the products are available for men, women and kids. Neva Mod quilt is available in Anthra, Off-white, Mélange Grey, and Black and is priced between **INR 179 – INR 749.**

Pair it with **Neva Bra 3 Pcs Combo Pack**- This Is A T-Shirt Bra That Gives Wire Free comfort. Padded full coverage cups provide volume and smooth shape. For the wire free feature, this bra is preferred by many who dislike under wires. A reinforced seam under the cup provides added support. **INR. 450.**



Neva MAXX  
Navy Trunks SR909



Neva Bra 3 Pcs  
Combo Pack



Neva Mod Quilt





Softs Briefs

**Zoiro Thermax with Triple insulation - The round neck full sleeves top** is super stretch and lightweight fabric and the pyjama has a zipper fly opening for extra comfort. Designed in Italy it is priced between **INR 520 to INR 620**. The price range for **pyjamas** is **INR 570 to INR 620**. With fur like effect on the body facing fabric, it provides additional softness and comfort along with additional layer, which traps in air giving thermal insulation. It creates air pocket in capillary like structure to insulate the body and retain body warmth. Rich cotton content helps to retain moisture and keep skin comfortable. Available colours are Black, Grey, Charcoal Mélange, and White and sizes available are **S to XXL**.

Zoiro new addition - **Softs Briefs** – They are made with a blend of Supima Cotton and Lenzing Modal—the world's finest cotton and made with natural fibres for a uniquely smooth texture, lustre and extreme softness. Lenzing Modal ensures enhanced softness and keeps the fabric absorbent, soft and supple after washing. The four-way stretch helps the fabric remains soft and supple, allowing for maximum flexibility and comfort in all directions. The micro nylon waistband, which is extra soft and itch-free, is made to fit and stay comfortable and is priced at **INR 299**.



Zoiro Thermax with Triple insulation -  
The round neck full sleeves top



Bodycare Insider Lower

**Bodycare Insider - B208** - Keep yourself warm in winters with the Body Care Insider Thermal wear; it has a classy design that exudes style and confidence. You can easily wear this thermal under your every day attire to stay warm. It is made from superior grade materials that makes the thermal wear skin-friendly. It has a round neck full sleeves slip and comes in off white colour. The price starts at **INR 360**.

Pair it with **Bodycare Insider Lower**. Keep yourself warm and comfortable this winter with these off-white coloured thermal leggings for women. Made from cotton blend, these thermal leggings are soft against the skin and light in weight. These thermal leggings can be easily worn under trousers or jeans for a stylish look and are priced at **INR 395**. Wear a **B206 blouse inside**, which is priced at **INR 219**.



Bodycare Insider - B208

## INTERFILIÈRE PARIS 2018 CLOSES ITS SUMMER EDITION



On July 9th, the Unique by Mode City and Interfilère Paris shows concluded, thus bringing to a close a summer edition rich in special features and news. Eurovet offered a unique edition marked by change and innovation.

Both shows, on the supply and demand sides offered a total overview of the market and brought together all industry stakeholders—retailers, brands and manufacturers. The implementation of business speed-dating, which was a real platform for discussions, was hailed by all the participants.

Unique by Mode City and Interfilère Paris were infused with a summer getaway mood and offered a preview of Eurovet's plans to open to the general public in 2019. There were also responses to certain major themes such as retail, textile innovation, and digital evolutions, through exclusive encounters with three top speakers—Nelly Rodi, Carlin Creative Trend Bureau, and Lectra.

This year, Mode City made way for Unique by Mode City, offering a new vision of femininity and a new experience, with the human factor at its very core. This new approach was conveyed, right from the first day, by the 100 per cent Body Positive #IfeelUnique fashion show. The three influencer ambassadors, Gaëlle Prudencio, Julie Bourges and Valériane Barcia, walked the runway beside 13 young women selected beforehand on Instagram. The Retail Tour allowed visitors to analyse the key tools to enhance in-store product assortments and the Retail Academy provided concrete answers to questions asked. Once again, the essential Trend & Selection space and the three daily fashion shows were concrete tools that inspired all visitors. Lenny Niemeyer, Swimwear Designer of the Year, was present at the show to receive her award. The 'architect of Couture swimwear' unveiled her new, flamboyant

collection, closing The Selection fashion show. Also, Brazil shone during the three days of the show.

Resorts and concept stores hailed the cutting-edge, visionary selection of lingerie, swimwear, loungewear, activewear, and beauty items presented within the Exposed showcase area. Many buyers appreciated the new Millennials selection, the new zone dedicated to Generation Z, which corresponded to the needs of ultra-connected consumers.

In Hall 3, entirely dedicated to materials, visitors unanimously hailed a consistent and user-friendly pathway through the show and positive energy at exhibitor booths. Interfilère Paris also recognised Sofileta's innovation and ecological commitment by awarding it the Performance Designer of the Year prize.

On the supply side, the show also reflected the top visitor trends in terms of purchases and desires. Interfilère Paris partners with and supports the entrepreneurs and projects of tomorrow. Its inspiration space dedicated to innovation, once again fulfilled its promise.

This time visitor attendance dropped

by 9 per cent (with a stable number of international visitors and a pronounced drop in French attendees) but the show confirmed its attractiveness with VIP and Premium buyers. Though there was a slight drop in attendance, business at booths was positive overall.

A magnet for visitors from the world over, with a French / International ratio of 24 per cent to 76 per cent, the shows experienced:

- An increase in buyers from Russia (due to the special Paris Moscow Express program), Greece, Australia, Scandinavia, South Korea, Colombia, and Brazil
- Stable numbers from Japan and the United Kingdom
- A drop in visitors from Germany, the Netherlands, Italy, and the United States.

On the buyer side, the leading names in international retail were at the shows. The shows noted a slight increase in retailers, big names in e-commerce, young designers, Haute Couture houses, and brand agents. There were also a stable number of department stores from all over the world for Unique by Mode City and of brands for Interfilère Paris. 📶







**18-20 August, 2018**

# Business Weather Forecast



New Delhi  
**Humid and Sloppy**

Bengaluru  
**Cool and Pleasant**



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## Interfilière Shanghai sourcing event for lingerie and swimwear

  
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SHANGHAI

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SHANGHAI EXHIBITION CENTER

Interfilière Shanghai is the rendezvous between China, the leading textile manufacturing country, and the rest of the world. It is the show that close the year but who gives you an exclusive first look at Spring/Summer trends.

It is an incubator for forward looking reflection driven by innovation and performance. With an impressive selection of bodywear industry specialists attending as exhibitors, the show analyses consumer expectations and anticipates evolutions in growth markets.

The event is a source of inspiration and offers a China-based view of textiles and textile accessories for lingerie and swimwear industry. Visitors can get comprehensive information

about the latest trends and products and find new business partners as well. The programme provides the Interfilière Shanghai trend forums, fashion shows and conferences.

Interfilière Shanghai is the second largest event of the year.

### VISITORS KEY FIGURES:

In 2017, there were more than 5,000 Visitors from 45 countries who visited the show.

- 80 per cent China and Hong Kong and 13 per cent from the rest of Asia Pacific

and 7 per cent from the rest of the world

- 80 per cent of Senior Buyers, Head of Purchasing, Head of Design, Product Managers, CEO, Managing Directors

  
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- ▶ Hook & Eye Tapes
- ▶ Ring Adjusters Fibber & Silver Coated
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## National

**18-20 August, 2018**

### **Gartex India**

Gartex is a comprehensive trade show on garment and textile machinery. A definitive gateway to provide excellent quality and a one-stop selling and sourcing platform.

**Venue:** Pragati Maidan, New Delhi

**website:** [www.gartexindia.com](http://www.gartexindia.com)

**18-20 August, 2018**

### **GTE'18 BENGALURU**

Garment Technology Expo, one of India's largest events committed to apparel technology in India.

**Venue:** Dr Prabhakar Kore Convention Center, Opp. Peenya Metro Station, Tumkur Road, Yeshwanthpur

**Website:**

[www.garmenttechnologyexpo.com](http://www.garmenttechnologyexpo.com)

**24-26 August 2018**

### **Surat International Textile & Machinery Expo**

A most comprehensive exhibition of textiles and its machinery. Buyers from all major textile hubs in the country come for this show.

**Venue:** Surat International Exhibition and Convention Centre, Surat, India

**Website:** [www.sitmex.in/about-sitmex.php](http://www.sitmex.in/about-sitmex.php)

**30 August-01 September 2018**

### **Yarn Fabric & Accessories Trade Show**

Ludhiana first Fiber Yarn & Fabric Exhibition targeting the textile hub of North India, Ludhiana, Panipat and Amritsar). The show will witness more than 100 brands each from 5+ countries with over 5000+ trade visitors during the show.

**Venue :** New Grain Market, Ludhiana, India

**Website:** [www.yfatradeshow.com](http://www.yfatradeshow.com)

**14-16 September 2018**

### **Textile Expo Surat**

Textile Expo Surat is an exclusive textile machinery exhibition meant for all segments of the textile industry in and around Surat and South Gujarat.

**Venue :** Surat International Exhibition and Convention Centre, Surat, India

**Website:** [www.siecc.in](http://www.siecc.in)

**27-29 September 2018**

### **TexIndia**

TexIndia is the perfect platform for sourcing needs of apparel manufacturers by providing them direct access to suppliers of fabrics, trimmings, embellishments and a range of related services in the textile.

**Venue :** India Knit Fair Complex Tirupur, India.

**Website:** [www.texindiafair.com](http://www.texindiafair.com)

## International

**26-27 September 2018**

### **Interfiliere Shanghai**

International sourcing event for lingerie and swimwear

The event is a meeting point for all global players in the lingerie and swimwear industry. It is a source of inspiration and offers a China-based view of textiles and textile accessories for the industry.

**Venue :** 1 000 Yanan road - 200040 Shanghai - Shanghai

**Website:** [eurovet.com](http://eurovet.com)





  
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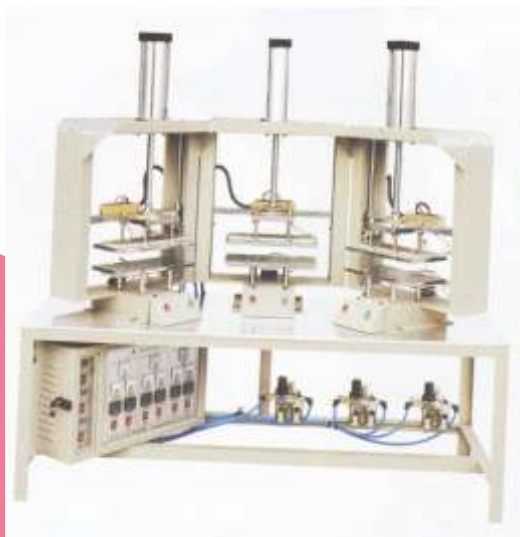


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- With cloth-pressing frame for moulding cloth die or cotton die



## ***SZD -810 L Big Cup Moulding Machine (Duplex)***

- It has effective heat insulation foam, good heat-insulation effect
- Mould plate can be made to order

**Budget  
Friendly**



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